2014 SECO INTERNATIONAL
The Education Destination®

Exhibitor Service Manual
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FAQ's

Produced by SECO International, LLC
Providing world-class education for optometry since 1924.
4661 North Shallowford Road
Atlanta, GA 30338
770-451-8206

your SUCCESS Shepard is our SUCCESS
1531 Carroll Drive, NW
Atlanta, GA 30318
404-720-8600

OPTOMETRY'S™ MARKETPLACE
SECO INTERNATIONAL 2014

Dear SECO 2014 Exhibitor,

Thank you for your support of SECO 2014! We are pleased to have you as a part of *Optometry's Marketplace at SECO*™.

Please take a moment to read the following Exhibitor Service Manual and familiarize your self with the exhibiting process at SECO. As we approach February 2014, you will find this Manual useful in answering almost any question that you may have about exhibiting with us.

Feel free to access the Exhibitor Service Manual online at www.secointernational.com or call Shepard Exposition Services Customer Service Department at 404-720-8600 to request a hard copy.

As SECO approaches you will be sent monthly exhibitor e-newsletters, called *Up2Date*, to remind you of approaching deadlines, exciting exhibitor opportunities and information pertinent to SECO 2014.

Should you have further questions not addressed in the Exhibitor Service Manual, please contact exhibits@secostaff.com.

Thank you,

Megan Campbell
Exhibits Manager

OPTOMETRY'S™ MARKETPLACE
SECO INTERNATIONAL 2014

ITEMS INCLUDED WITH BOOTH RENTAL

- Company listing in the Registration Brochure, SECO Program, Exhibitor Locator and the SECO Daily*
- Pre-registration attendee list
- Identification sign at booth
- White pipe and drape
  - 3' side rails
  - 8' back rail
- Unlimited registration badges for exhibitor staff
- An invitation to select booth space for SECO 2015 prior to public release

Carpet, furniture and utilities are NOT included in an exhibition booth rental at SECO 2014.

REMINDER: Aisle carpet will be Eclipse (Blue & Black Blend).

** Exhibiting company listings subject to print deadlines.*

PAYMENT INFORMATION & SCHEDULE

PAYMENT INFORMATION

- Payments should be sent to:

SECO International, LLC
Attention: Exhibits Department
4661 North Shallowford Road
Atlanta, GA 30338

- Payments should be made payable to SECO International, LLC via company or cashier's check or wire transfer only. Credit card payments will not be accepted for booth space under any circumstances.

PAYMENT SCHEDULE

On-Site Sales

- 25% deposit due by May 31, 2013
- Second 25% payment due by August 31, 2013
- 50% balance due by October 15, 2013

General Booth Sales

- 50% deposit due upon reservation of booth space
- 50% final payment due by October 15, 2013

OPTOMETRY'S MARKETPLACE
SECO INTERNATIONAL 2014

EXHIBIT HALL SCHEDULE

EXHIBIT HALL HOURS

Thursday, March 13	1:00 PM – 6:00 PM
	Exhibitor accessibility 9:00 AM – 1:00 PM and 6:00 PM – 6:45 PM
Friday, March 14	10:00 AM – 5:00 PM
	Exhibitor accessibility 8:30 AM – 10:00 AM and 5:00 PM – 5:45 PM
Saturday, March 15	9:00 AM – 4:00 PM
	Exhibitor accessibility 7:30 AM – 9:00 AM and 4:00 PM – 4:45 PM

SET-UP HOURS

Display Set-Up Hours

Tuesday, March 11	8:00 AM – 5:00 PM
Wednesday, March 12	8:00 AM – 8:00 PM

All crates, cartons and loose materials will be removed from the Exhibit Hall at 8:00 PM on March 12.

Product Placement and Exhibit Accessibility Hours

Thursday, March 13	9:00 AM – 1:00 PM

Crates and cartons will NOT be allowed delivery to the Exhibit Hall on March 13. All materials are required to stay clear of the aisles during Product Placement and Exhibit Accessibility.

DISMANTLE HOURS

Saturday, March 15	4:00 PM – 10:00 PM
Sunday, March 16	8:00 AM – 1:00 PM

UNOPPOSED TIMES

OD:		AOP	
Thursday, March 13	1:00 PM – 2:00 PM	Thursday, March 13	2:00-3:00PM
	3:00 PM – 4:00 PM		4:00-5:00PM
	5:00 PM – 6:00 PM		
Friday, March 14	10:00 AM – 10:45 AM	Friday, March 14	10:30-10:45AM
	11:45 AM – 12:00 PM		11:45-1:00PM
	1:00 PM – 2:00 PM		2:00-3:00PM
	4:00 PM – 5:00 PM		4:00-5:00PM
Saturday, March 15	10:45 AM – 12:00 PM	Saturday, March 15	9:15-10:15AM
	12:00 PM – 1:00 PM		12:15-1:30PM
	3:00 PM – 4:00 PM		2:30-3:30PM

OPTOMETRY'S™ MARKETPLACE
SECO INTERNATIONAL 2014

EXHIBITOR NOTICES & INFORMATION

HEIGHT RESTRICTIONS

The floor plan is divided into three (3) areas of differing height restrictions starting from closest to the exhibit hall entrances and then moving away from the entrances: 8', 16', and 24' respectively. Booth structures, objects within the booth, and hanging signs may not exceed the designated height restriction.

EXHIBITOR LOUNGE

The Exhibitor Lounge is located to the left of the entrance toward the back of the hall inside of Hall A during official exhibitor hours and access to preferred vendors. A valid exhibitor badge is required for admittance.

CANCELLATIONS

Companies wishing to cancel their booth reservations may do so with a full refund by August 31, 2013. Cancellations made between August 31 – October 15, 2013 will be subject to a forfeiture of 50% of the money deposited. Refunds will not be made if the cancellation is made after October 15, 2013. Companies who cancel SECO 2014 booth reservations waive all space reservation rights and exhibitor privileges. All cancellations must be made in writing to show management at exhibits@secostaff.com.
SEE THE OFFICIAL EXHIBITING RULES AND REGULATIONS FOR THE FULL CANCELLATION POLICY.

ANNOUNCEMENTS

The P.A. system in the Exhibit Hall will be used for emergency and official SECO announcements only. In the event of an emergency, messages should be submitted to the Exhibit Hall Information Desk.

SECURITY

Security guards are located throughout the hall during show hours, exhibitor hours, overnight and throughout set-up and dismantle; however, SECO International, LLC, cannot be responsible for exhibitors' possessions. Exhibitors are encouraged to remove valuable items from their booth when they are not present. Loss of or damage to items within the Exhibit Hall is the responsibility of the exhibiting company and SECO International, LLC, will not be held liable.

PRIZE PROGRAMS

Drawings for prizes will be held by SECO throughout show hours. Terminals for collecting attendee information are located in the Exhibit Hall. Exhibitors are not eligible for prize drawings.

SECO ATTENDEE LOUNGE

Refreshment facilities will be located in the Exhibit Hall and will remain open during exhibitor and show hours. Each attendee will be given a coupon good for food and beverage purchases within the exhibit hall only. Food and beverage booth orders should be placed through Levy Restaurants directly.
SEE THE BOOTH SERVICES SECTION FOR MORE INFORMATION.

HOSPITALITY SUITES

SECO International, LLC, controls the allocation of all suites and meeting rooms in official meeting hotels. Requests for suites or meeting rooms must be submitted in writing to SECO by December 1, 2013. These suites are held only for qualified SECO 2014 exhibitors. Hospitality suites or other functions hosted by exhibitors are not permitted to be open during education sessions or show hours. Additional regulations and guidelines can be found in this manual. Please refer to the AFFILITATE FUNCTION MEMO AND RESERVATION FORM.

SPECIAL ASSISTANCE

In compliance with the Americans with Disabilities Act of 1990, SECO International, LLC, will make all reasonable efforts to accommodate persons with disabilities at SECO 2014. For assistance call the SECO International, LLC, office at 770-451-8206.

PURPOSE OF SECO

SECO International, LLC, is an educational event organized and sponsored by the Southern Council of Optometrists, Inc., for the benefit of public health and advancement of the profession of Optometry. Registration and attendance at this event are strictly limited to members and suppliers of the optometric profession.

2014 SECO INTERNATIONAL
The Education Destination®

2014 EXHIBITOR REGISTRATION POLICIES & PROCEDURES

At QMS Services, we have designed an extremely easy and efficient web site to register your exhibiting personnel and order your lead retrieval system(s). The entire registration process only takes a few minutes. If you need assistance, help is only a phone call or e-mail away. On line registration opens November 4, 2013 and can be accessed by going to www.secointernational.com. Here is how the process works…

REGISTRATION PROCEDURES:

- Each exhibiting company contact will receive an e-mail around November 4, 2013 from seco@prereg.net. This e-mail will contain specific instructions on how to go on line and register your personnel. This e-mail also will contain the specific **user name and password** that is required to access the exhibitor registration web site.
- To begin the registration process, go to the exhibitor registration web site at www.secointernational.com and enter your user name and password. Once you have accessed the site, please follow the step by step instructions to enter your exhibiting personnel.
- Once all exhibiting personnel have been entered and you checkout, you will receive an immediate confirmation e-mail. You will be able to access your account during the entire pre-registration period by following the same procedures above.

IMPORTANT NOTES:

- Before you checkout, you will have the option to order your lead retrieval system(s) choices. It is encouraged to order these during the pre-registration period. Order forms will also be available within the exhibitor service kit.
- If you do not want to register on line, exhibitor registration forms will be available within the exhibitor service kit. These can be faxed to 678-341-3099.
- If you are exhibiting and would like to get continuing education credit, you must also register as an attendee. The attendee web site can be accessed at www.secointernational.com

QMS SERVICES CONTACT INFORMATION:

- E-mail: seco@prereg.net
- Customer Service Number: 678-341-3060
- Event Dates: March 12 - 15, 2014

OPTOMETRY'S™ MARKETPLACE
SECO INTERNATIONAL 2014

Exhibitor Registration

Registration for company representatives exhibiting during SECO 2014. For Registration details, visit www.secointernational.com

(exhibitor online registration available beginning November 4, 2013)

1. Contact Information (*indicates a required field)

Company* _____ Booth Number* _____

Contact name* _____

Address _____

City _____ State _____

Country _____ Zip Code _____

Website _____ Phone number _____

E-mail address _____ Fax number _____

☐ **I would like to receive my company's registration materials in the mail.**
Badges will be mailed to the address and contact listed on this form between February 3 and February 28, 2014 via first class mail. Contacts must provide a valid mailing address and phone number for delivery. International shipping is not available for this option. This option is only available to companies who register by February 17, 2014.

2. Company Representatives (first and last name - please print clearly)

*If you have more than 20 representatives, fill out the top portion of this form, photocopy it, and complete section 2 on as many forms as you need.

1. _____ 11. _____
2. _____ 12. _____
3. _____ 13. _____
4. _____ 14. _____
5. _____ 15. _____
6. _____ 16. _____
7. _____ 17. _____
8. _____ 18. _____
9. _____ 19. _____
10. _____ 20. _____

3. Fax this form to 678.341.3099 (online registration available at www.secointernational.com)

To pre-register company representatives, faxes must be received by 5:00 PM EST, March 7, 2014.

Questions?

Visit www.secointernational.com or contact QMS Services, Inc. (registration department): E-mail: seco@prereg.net | Phone: 678-341-3060

March 12-16, 2014
Georgia World Congress Center
OMNI Hotel at CNN Center

2014 SECO INTERNATIONAL
The Education Destination®

Memorandum

TO: All Affiliate Organizations

FROM: Bonny Fripp

SUBJECT: Affiliate Functions during SECO International 2014

SECO International invites its corporate supporters, exhibitors and industry organizations to schedule function space during SECO 2014 at the OMNI Hotel at CNN Center (SECO 2014 headquarters hotel) or at one of our affiliate hotels (Atlanta Marriott Marquis, Westin Peachtree Plaza, Embassy Suites, and Hilton Garden Inn). In order to ensure that your company or organization has adequate space for any events you wish to hold during SECO 2014, please complete and return the attached *Application to Contract Affiliate Function Space* form.

For SECO 2014, the Saturday Night Party/President's Celebration will now be held on Friday night. Schools should consider holding their Alumni Receptions on Saturday night instead, since Friday is no longer available as an option. As a reminder, schools do not have to pay for meeting space.

Please remember the following rules when scheduling functions during SECO 2014:

1. No functions are allowed to be held during times when official SECO programs are scheduled. Exceptions are made for small Board, Staff or Committee meetings that do not affect our general attendance as well as for alumni receptions. For planning purposes, your program must be held during the times listed below (subject to change):

Sunday, March 9	7 AM - 11 PM	Monday, March 10	7 AM - 11 PM
Tuesday, March 11	7 AM - 11 PM	Wednesday, March 12	6 - 10 AM & 7 - 11 PM
Thursday, March 13	7:45 - 11 PM	Friday, March 14	NA
Saturday, March 15	6 - 11 PM	Sunday, March 16	2 - 6 PM
Monday, March 17	7 AM - 11 PM	Tuesday, March 18	7 AM - 11 PM

2. Affiliate Functions may not offer CE credit for their programs – no exceptions.
3. Affiliate Functions include hosting a Users' Group or Product Demonstration.
4. There is a $200 administrative fee for affiliate function space rental for events booked prior to December 1, 2013. Events booked beginning December 1, 2013 will be subject to a $400 adminstrative fee. No refunds are offered for events cancelled after December 31, 2013.
5. Exhibitors must abide by the terms of the Exhibitor Contract including the Non-Opposition and Conflicting Meeting and Social Event clauses.

   IMPORTANT: Please note that all meeting space must be confirmed through SECO International, using the *Application to Contract Affiliate Function Space* form. No functions may be contracted directly with the OMNI Hotel at CNN Center or with any affiliate hotel without prior approval from SECO International. These hotels are instructed not to assign function space to affiliate organizations unless they have received approval from SECO International. The affiliate organization and/or its agents will work directly with the hotels to coordinate arrangements pertaining to the proposed event. Approval is required for ALL affiliate events, independent of whether the organization is requesting function space.

We look forward to working with you to make your planned event(s) at SECO 2014 a success!

Deadline for submissions
December 31, 2013

Please send your completed form(s) to Bonny Fripp at:
Fax: (770) 451-3156 Email: events@secostaff.com

RETURN APPLICATION TO events@secostaff.com OR fax 770-451-3156. Applications must be received by December 31, 2013.

2014 SECO INTERNATIONAL
The Education Destination®

Application to Contract
Affiliate Function Space

All information must be fully completed before your application will be processed. Please type or print all information.

Organization Name _____

Contact Name _____

Phone _____ Email _____

Official Function Name (for signage) _____

Function Date _____ Attendance Estimate _____

Start Time _____ End Time _____

Meeting Description _____

Function is (please choose one) ☐ Open to all attendees ☐ By invitation only

PROMOTION

Would you like your function published? ☐ Yes ☐ No

Who will be attending this event/meeting? ☐ Affiliate Staff ☐ Press ☐ SECO Attendees

Would you like to publish a website to promote your function? ☐ Yes ☐ No

If yes, please list website _____

SETUP (You will be contacted by the hotel to discuss requirements.)

Preferred Room Setup (please choose one)

☐ Theater ☐ Rounds of 10 ☐ U-shape ☐ Hollow Square ☐ Conference ☐ Classroom ☐ Other _____

Will you require food & beverage? ☐ Yes ☐ No Will you require audiovisual equipment? ☐ Yes ☐ No

Will you require signage? ☐ Yes ☐ No Will you have any special needs? ☐ Yes ☐ No

ADMINISTRATIVE FEE (Invoice will accompany event confirmation.)

Prior to December 1, 2013 = $200 **December 1, 2013 - March 18, 2014 = $400**

No refunds will be issued for events cancelled after December 31, 2013. Payment is due in full by January 15, 2014 or the event will be cancelled.

NON-COMPETE POLICY

Affiliate Functions may not compete with SECO International events (including CE, Networking Events & Exhibit Hall). Competition includes, but is not limited to:

- Hosting an Affiliate Function during a date and time that competes with a SECO Congress event (including CE, Networking Events & Exhibit Hall),
- Hosting an Affiliate Function that provides continuing education credit toward licensure within the eye care profession (optometry, opticianry, ophthalmology, users groups, or other accredited eye care professions).

Included with this form is a list of dates and times that are reserved for SECO functions.

I confirm that our function complies with SECO International 2014 Affiliate Functions Non-Compete Policy (listed above) and Terms and Conditions regarding affiliate functions (attached to this Application) and that assigned space will only be used for my organization. I acknowledge that all charges that might be incurred in connection with this event are solely the responsibility of my organization.

The undersigned, or their duly authorized representative, represents and warrants that they have authority to enter into this agreement on behalf of their company, firm or organization and hereby agrees to the terms and conditions set forth in the official SECO International 2014 Affiliate Functions Policy, Terms and Conditions.

Signature _____ Date _____

SECO USE ONLY:
Date Processed _____ Sign # _____ Venue _____ Initials _____

SECO International 2014 Affiliate Functions Terms and Conditions

AGREEMENT

By signing the Application to Contract for Affiliate Function Space (hereinafter referred to as "Event Contract"), Event Manager agrees to abide by these Terms, Rules, and Regulations and all amendments thereto and decisions of Show Management. For purposes of this agreement, the term "Show Management" shall mean SECO International, LLC, and its respective directors, officers and staff. The term "Headquarters Hotel" shall mean the assigned facilities in the Omni Hotel at CNN Center. The term "Affiliate Hotel" shall mean any hotel SECO has contracted over the dates of the Congress. The term "Event Manager" shall mean any company, firm, or person who has applied for or been allocated any function space at the Headquarters or Affiliate Hotel. The term "Congress" shall mean the annual event hosted by SECO International, LLC.
Show Management reserves the right to cancel any function scheduled that may be out of compliance with the Terms & Conditions of this Event Contract and the Event Manager will be liable for all incurred charges found to be in violation of the Policy, Terms and Conditions of the Event Contract. Violation of this policy may also result in cancellation of exhibit booth without refund.

VENUE

The location of Affiliate Functions will be the Omni Hotel, located in Atlanta, Georgia. If no space is available at the Omni Hotel, the function may be held at an Affiliate Hotel. Affiliate Functions may be held March 9-18, 2014. During this time, affiliate functions may not compete with events held by SECO including the events of our partners. Assigned space cannot be used by any individual or group other than applicant.

APPLICABLE LAW AND JURSIDICTION

Event Manager hereby agrees that the laws of the State of Georgia shall control construction and enforceability of this Agreement and hereby consents to jurisdiction of State of Georgia and Federal District Courts within State of Georgia with respect to any right of action arising under this Agreement.

NOTICES

All notices pertaining to this Event Contract must be in writing and will become effective when delivered and received by the intended recipient by one of the following methods:
i) Letter sent by certified mail or by overnight carrier, return receipt requested, postage prepaid to intended recipient,
ii) Hand-delivered with a signed receipt,
iii) Facsimile (fax) transmission: Notice by fax is effective when the sender of the fax has written notice from the intended recipient that the fax transmission was received,
iv) E-mail transmission: Notices to Show Management must be addressed as indicated in this Event Contract. Notices will be addressed to the Event Manager indicated on the Event Contract. The names and addresses for the purposes of this section may be changed by giving written notice of such change in the manner provided in this paragraph for giving notice. Unless and until written notice is received, the last name and address stated in this agreement will be deemed to continue in effect for all purposes.

CANCELLATION OF CONGRESS

a) In the event that the Congress is postponed due to any occurrence not occasioned by the conduct of Show Management or Event Manager, whether such occurrence be an Act of God, common enemy, result of war, riot, civil commotion, labor dispute, terrorist action, government action, or act or conduct of any person or persons not party or privy to this Agreement, then performance of parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event, for duration of such postponement.
b) In the event that such occurrence results in cancellation of Congress, obligations of parties under this Agreement shall automatically be terminated and all payments made under this lease to SECO shall be refunded to Event Manager.
c) Show Management reserves the right, with no liability to Event Manager for refunds, additional expenses, or otherwise, to change date or place of Congress upon two weeks notice to Event Manager, effective from date of mailing of such notice.

CANCELLATION BY EVENT MANAGER

Event Manager specifically recognizes and acknowledges that Show Management may sustain certain losses if Event Manager cancels its Affiliate Function space after it has been assigned and confirmed by Show Management. Event Manager is bound by any penalties or damages the Headquarters or Affiliate Hotel may implement against Event Manager and/or Show Management.

SEVERABILITY

In the event any provision of this Agreement is held invalid or unenforceable, then neither remaining provisions of this Agreement nor other applications of provisions involved shall be affected thereby.

AGREEMENT SUBJECT TO SHOW MANAGEMENT'S CONTRACT WITH HEADQUARTERS/AFFILIATE HOTEL

This agreement between Event Manager and Show Management is subject to terms of agreement between Show Management and the Headquarters or Affiliate Hotel, and to terms of any and all agreements between Show Management and any other party relating to the Congress. Event Manager shall not undertake any act or fail to fulfill any obligation that shall be in violation of said license or agreements.

PROMOTIONS/ADVERTISING LIMITATIONS

All outside promotions of this event using the SECO or the Southern Council of Optometrists, Inc. name or logo(s) must be approved by the Executive Director of SECO International, LLC prior to use.

LIABILITY/INDEMNIFICATION

a) Event Manager hereby assumes entire responsibility and hereby agrees to hold harmless, indemnify, and defend Show Management and the Omni Hotel and/or Affiliate Hotel, and each of their respective, employees, officers, directors, and agents against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the Affiliate Function or a part thereof, or its operation or activities at the Congress, excluding any such liability caused by the sole negligence of Show Management or the Headquarters or Affiliate Hotel and each of their respective employees and agents.
b) Event Manager assumes full responsibility and liability for the actions of its agents, employees, independent contractors and representatives, whether acting within or beyond the scope of their employment, and agrees to indemnify, hold harmless, defend, and pay all expenses as they are incurred, Show Management and the Headquarters or Affiliate Hotel and each of their respective employees, officers, directors, and agents from responsibility or liability which arises because of the acts or omission of its agents, employees, independent contractors or representatives whether acting within or without the scope of their authority.
c) Show Management undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the Event Manager, or its agents, employees, independent contractors or representatives, or for their respective property used in connection with the Congress, from theft or damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after Affiliate Function hours and placed in safekeeping by the Event Manager at Event Manager's risk and expense. Any protection exercised by Show Management shall be deemed purely gratuitous on its part and shall in no way be construed to make it liable for any loss or inconvenience suffered by the Event Manager.
d) Event Manager acknowledges that neither Show Management, nor the Omni Hotel or other SECO affiliate hotels maintain insurance covering Event Manager's property and that it is the sole responsibility of Event Manager, at its expense, to obtain business interruption and property damage insurance insuring any losses by Event Manager.

EXCLUSIONS

a) Event Manager acknowledges and understands the event may not offer continuing education credit for optometric education under any circumstances.
b) Event Manager acknowledges and understands the event may not occur during times when official SECO events are scheduled (exempting private administrative board meetings).
c) Event Manager acknowledges that their organization is an exhibitor or non-profit association associated with SECO International.

APPLICATION PROCESS

1) Applicant submits completed contract to SECO International, LLC (SECO) for approval no later than December 31, 2013.
2) SECO approves/declines application and notifies the Headquarters or Affiliate Hotel
3) SECO notifies applicant of status
4) The Omni Hotel (or Affiliate Hotel) will contact Event Manager to confirm details and arrange final contracting. The Event Manager of approved events will work directly with the Hotel to organize and execute the event. All additional costs for approved events will be billed directly by the Headquarters or Affiliate Hotel (other than SECO administrative fees).

WEBSITE PRESENCE

As a courtesy, Show Management offers Event Managers the opportunity to publish event information on the official congress website for public viewing. This information includes:
a) Organization Name
b) Official Event Name
c) Meeting Date
d) Start/End Times
e) Event Website
Additionally, Show Management offers complimentary event registration services using Internet-based registration forms only. Show Management will provide the following registration information to Event Manager upon request:
a) Name
b) E-mail address
Show Management retains the right to use this information to contact registrants about the Congress.

Exhibitor Appointed Contractors

Exhibitor Appointed Contractor's (EAC's) are companies hired by an exhibitor to participate in the set-up and dismantle of an exhibition. These workers, outside of registered exhibitor staff, must officially register with SECO as an EAC in order to be granted access to the Exhibit Hall during set-up hours.

- Complete the enclosed EAC Registration Form and fax it to the SECO International, LLC office by February 13, 2014. All representatives of the EAC must be listed on this form in order to receive credentials to enter the Hall.

- EAC's are to check-in at the entrance to Hall A2 of the Georgia World Congress Center and provide company identification to the on-duty security guard to receive a wristband granting them access to the Exhibit Hall. Badges will not be provided. Wristbands will only grant access to the Exhibit Hall during set-up and dismantle hours.

- Once EAC's and privately owned vehicles (POV) have been granted access to the Exhibit Hall, they must adhere to the load-in and marshalling yard instructions provided in the SECO 2013 Exhibitor Service Kit.

CERTIFICATE OF INSURANCE

Please mail or fax your *Certificate of Insurance* to:

SECO International, LLC
Exhibits Department
4661 North Shallowford Road
Atlanta, GA 30338

Fax: 770-451-3156

All *Certificates of Insurance* must arrive by Monday, January 23rd, 2014 in order to gain access to the Exhibit Hall.

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318

Customer Service Phone: (404) 720-8600
Customer Service Fax: (404) 720-8755
Customer Service Email: atlanta@shepardes.com
Event Code: G111110314

SHOW INFORMATION

SECO 2014
March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

BOOTH PACKAGE

Items provided in your booth, per exhibitor: 8' High backwall drape, 3' High sidewall drape
7" x 44" Cardstock Identification Sign

Show drape color(s): White
Aisle carpet color: Eclipse

EXHIBIT SHOW SCHEDULE

General Exhibitor Move-in:	**Tuesday, March 11, 2014**	**8:00 AM - 5:00 PM**
	Wednesday, March 12, 2014	**8:00 AM - 8:00 PM**
	All crates, cartons and loose materials will be removed from the Exhibit Hall at 8:00 PM on Wednesday, March 12.	
	Thursday, March 13, 2014	**9:00 AM - 1:00 PM**
	Exhibitor Access for Product Placement Only	
Exhibit Hours:	**Thursday, March 13, 2014**	**1:00 PM - 6:00 PM**
	Friday, March 14, 2014	**9:00 AM - 5:00 PM**
	Saturday, March 15, 2014	**8:00 AM - 4:00 PM**
Exhibitor Move-out:	**Saturday, March 15, 2014**	**4:00 PM - 10:00 PM**
	Sunday, March 16, 2014	**8:00 AM - 1:00 PM**
Freight Re-route Time:	**Sunday, March 16, 2014**	**12:00 PM**

IMPORTANT DEADLINES

Exhibitor appointed contractor notification deadline:	**Thursday, February 13, 2014**	
Discount price deadline for standard Shepard orders:	**Thursday, February 20, 2014**	
First day for warehouse deliveries without a surcharge:	**Thursday, February 13, 2014**	
Last day for warehouse deliveries without a surcharge:	**Wednesday, March 5, 2014**	
First day freight can arrive at show facility:	**Tuesday, March 11, 2014**	**at 8:00 AM**

SHIPPING ADDRESSES

Advance Shipments Address

[Exhibiting Co. Name & Booth Number]
SECO 2014
c/o Shepard Exposition Services
1531 Carroll Dr, NW
Atlanta, GA 30318

Direct Shipments Address

c/o Shepard Exposition Services
[Exhibiting Co. Name & Booth Number]
SECO 2014
Georgia World Congress Center
285 Andrew Young International Blvd
Atlanta, GA 30313

ALL UTILITY AND ANCILLARY FORMS SHOULD BE FAXED TO THE NUMBER INDICATED ON FORM. PLEASE DO NOT SEND UTILITY AND/OR ANCILLARY FORMS TO SHEPARD.

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318

Customer Service Phone: (404) 720-8600
Customer Service Fax: (404) 720-8755
Customer Service Email: atlanta@shepardes.com
Event Code: G111110314

ONLINE ORDERING INSTRUCTIONS

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

ATTENTION EXHIBITORS

ORDER NOW! Follow these simple steps to order Shepard Services Online:

1. **GO TO:** www.shepardes.com/intro.asp
2. Click on **SECO 2014**
3. **LOG IN** from the Show Information page.
4. **ENTER** your email address and password then click login
   a. ***NEW users*** : User name = Your Email Address (provided by Show Management)
   Password = SECO14

   b. ***Previous users*** : User name = Your Email Address
   Password = Your pre-existing password
5. Don't remember your password? Click the link "Forgot your password?" and follow the prompts to have your password sent to the registered email address.
6. Once logged in, you will be prompted to review your profile information.
   a. If your information is correct, click proceed to ordering
   OR
   b. If your information is not correct, please click "here" as indicated, update your profile and submit changes.
7. Welcome to Shepard Online Ordering!

Some helpful tips:

Use the ◄ previous or continue ► buttons to scroll through all your options.

Use the add to cart button to add an item to your cart, BEFORE proceeding to the next screen.

To **NAVIGATE** to a specific page, use the menu headers at the top of the page.

To **VIEW** your shopping **CART**, click on

To **DELETE** an item from your shopping cart, click next to the item you wish to remove.

QUESTIONS? Do not hesitate to contact us for assistance!

Shepard Customer Service
(404) 720-8600
atlanta@shepardes.com

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318

Customer Service Phone: (404) 720-8600
Customer Service Fax: (404) 720-8755
Customer Service Email: atlanta@shepardes.com
Event Code: G111110314

PAYMENT AUTHORIZATION

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

Discount Deadline: February 20, 2014

Please complete the information requested below and return this form with your orders. You may choose to pay by credit card, check payable to Shepard Exposition Services, or bank wire transfer. However, we require your credit card authorization to be on file before we process your order(s) for service. We will use this authorization to charge your credit card account for any additional amounts incurred as a result of show site orders placed by your representative to include material handling charges for shipments received on your company's behalf and any unpaid balance due for Shepard services. **Credits for services will be issued at show site only.**

WIRE TRANSFER

In order to accurately process the transfer of funds from your account, please complete the following information and fax it along with a copy of the wire receipt to the fax number printed on the header of this page. A $50 service charge will be added for processing checks drawn on foreign banks. A $25 service charge will be added for processing U.S. wire transfers. $50 service charge for international wire transfers.

The following information must be included on the bank copy of the wire transfer confirmation:

Name of show that you are attending - SECO 2014
Exhibiting company name
Booth number

Account Name: Shepard Exposition Services, Inc. **Bank Name:** PNC Bank N.A., Pittsburgh, PA 15219 USA
Routing Number: 041000124 **Account Number:** 42-6061-9772
SWIFT CODE (US): PNCCUS33 **SWIFT CODE (INTL):** PNCCUS33

If payment is not received by the date shown above, I hereby agree to have the balance owed to Shepard Exposition Services, Inc. charged to the credit card indicated in the next section.

CREDIT CARD INFORMATION

Type of Card: MasterCard ☐ VISA ☐ ☐ Pay by Check* ☐ Pay by Wire* ☐

Credit Card #: ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐ **Expiration Date:** ☐☐☐☐ (Month Year)

Billing Address: _____ **Security Code:** ☐☐☐☐

City, ST, Zip: _____

Name on Card: _____

Authorized Signature: _____

**Please note: You may choose to pay by Check or Wire Transfer, however a credit card is required on file to process all orders.*

EXHIBITING COMPANY INFORMATION

Please fill out the following information:

COMPANY NAME: _____ **BOOTH #** _____

COMPANY ADDRESS: _____ **PHONE:** _____

CITY, ST, ZIP: _____ **FAX:** _____

CONTACT NAME: _____ **EMAIL:** _____

**** Please be sure to include the *show name or show code and your booth #* as well as the *wire fee* if you are sending a wire transfer, ACH payment, or check.**

PAYMENT POLICY

Show Site Orders: Services ordered at show site will require full payment at the time the order is placed. Purchase orders may not be used in lieu of payment. Regular prices will apply to all show site orders. Floor orders are limited to availability.

Third Party Orders: If you contract your work to a display or exhibit house and require services from Shepard, the payment policy stated above applies. Please pass this information on to them. A Third Party Payment form must be completed and submitted three weeks prior to show opening.

Invoices: Prior to close of show, an invoice will be prepared and delivered to your booth for your review. Credits will be issued at show site only. If you have any questions, or want to pay your invoice by check or cash, please see our customer service representatives at the service desk on site.

Charges: All charges, regardless of amount, must be paid in full by cash, check or credit card. If credit card method is used, please ensure that the card limits are high enough to cover your expected charges.

Past Due Accounts: The buyer understands that there will be a 1 1/2% monthly (18% per year) finance charge on past due accounts and agrees to pay all costs incurred by Shepard Exposition Services while endeavoring to collect this account.

Outbound Services: All outbound services will be processed on your credit card. A copy of the receipt and invoice will be mailed within 10 days of the close of the show.

International Customers: International customers must pay for all services in U.S. funds. A $50 service charge will be added for processing checks or wire transfers drawn on foreign banks.

U.S. Wire Transfers: A $25 service charge will be added for processing U.S. wire transfers. Please complete the wire transfer portion of the Payment Authorization form. The credit card portion of the form must still be completed before your order will be processed.

Tax Exempt Status: If you are tax exempt in the state where the show is held, a copy of the certificate must accompany your order.

Rental Responsibility: All materials are on a rental basis and shall remain the property of Shepard. The customer shall be held financially responsible for any damage to Shepard equipment used by the customer.

Price Quotes: Prices quoted are for the duration of the show and include installation, rental, and removal, except where indicated.

Default Colors: If skirting and carpet colors are not selected, show colors will prevail.

Exchanges and Cancellations: Onsite exchanges and cancellations in orders will be assessed a 100% pick-up fee.

DEFINITIONS AND SHEPARD RESPONSIBILITIES

The name "Shepard" shall be construed within the meaning of this contract as Shepard Exposition Services, Inc. and its employees, officers, agents, and assigns including any subcontractors Shepard may appoint. The term "exhibitor" refers to any party who contracts for services with Shepard. Shepard shall be responsible only for those services which it directly provides, and hereby agrees to execute its contracted duties in good faith. Shepard assumes no responsibility for any person, parties, or other contracting firms not under Shepard's direct supervision and control. Shepard shall not be responsible for loss, delay or damage due to strikes, lockouts, work stoppages, natural elements, vandalism, acts of God, civil disturbances, power failures, acts of terrorism or war, or any other causes beyond Shepard's reasonable control; or for ordinary wear and tear in the handling of materials. Due to the security and liability requirements, Shepard personnel will unload all vendor materials from the loading docks to the booths.

INDEMNIFICATION

The exhibitor agrees to indemnify, forever hold harmless and defend Shepard and its employees, officers and agents from and against any and all claims, causes of action, fines, penalties, damages, liabilities, judgments, and expenses on account of personal injury or death, damage to or loss of property or profits arising out of, or contributed to by any of the following: (1) exhibitor's negligent supervision of any labor secured through Shepard or the negligent supervision of such labor by any of the exhibitor's employees, agents, representative, invitees, and/or exhibitor appointed contractor (EAC); (2) exhibitor's negligence, willful misconduct, or deliberate act, or such actions of exhibitor's employees, agents, invitees, representatives, or EACs at the show to which this contract relates, including but not limited to the misuse, improper use, unauthorized alteration or negligent handling of Shepard equipment; or (3) exhibitor's violation of Federal, State or Local ordinance; or violation of show regulations and/or rules as published by the Facility and/or Show Management.

CLAIM(S) FOR LOSS AND PAYMENT FOR SERVICES

Exhibitor agrees that any and all claims for loss or damage shall be submitted to Shepard prior to the conclusion of the show when alleged loss or damage occurred prior to that time, and in all cases within 30 days of the conclusion of the show. For claim reporting purposes, the "conclusion" of the show shall be construed as the end of the day on which exhibitor must vacate the show site. All claims reported after the 30-day period will be rejected. In no event shall a suit or action be brought against Shepard more than one year after the date that loss or damage occurred. Payment for services may not be withheld. In the event of any dispute between Shepard and the exhibitor relative to any loss or damage claim, the exhibitor shall not be entitled to, and shall not withhold payment for Shepard services as an offset against the amount of the alleged loss or damage. Any claim against Shepard shall be considered a separate transaction and shall be resolved on its own merit.

SHEPARD'S LIMITS OF LIABILITY

If found liable for any loss or damage, Shepard's sole and maximum liability for loss or damage to exhibitor's materials will be limited to the repair or replacement with like kind and quantity, subject to a dollar amount not to exceed $5.00 (five dollars) per pound based on the weight of the articles for which Shepard specifically acknowledges receipt in writing. Shepard shall in no event be liable for collateral, exemplary, indirect costs or damages, or loss of sales resulting from, or related to, a claim for loss of or damage to material.

INBOUND AND OUTBOUND SHIPMENTS

Consistent with trade show industry practices, there may be a lapse of time between the delivery of shipment(s) to the booth and the arrival of the exhibitor or his representative. During such time, the materials will be left unattended. Shepard is not, and cannot be, responsible for loss, damage, theft, or disappearances of exhibitor's materials after same have been delivered to the exhibitor's booth. Similarly, there may be a lapse of time between the completion of packing and the actual pick up of exhibitor's materials from the booth for loading onto a carrier. During such time, the materials will be left unattended. Shepard shall not be responsible for loss, damage, theft, or disappearance of exhibitor's materials before same have been picked up for loading after the show. All materials will be checked at the booth at the time of loading using document(s) submitted by the exhibitor and notations of exceptions to conditions of materials, or piece counts will be made on said document. Shepard assumes no responsibility for loss, damage, theft, or disappearance of exhibitor's materials after same have been delivered to exhibitor's appointed carrier or agent for transportation after the show. Shepard loads materials onto the carrier's truck under the supervision of the carrier driver who checks and signs for the materials. Shepard assumes no liability for any materials after the carrier assumes custody of materials. If exhibitor's designated carrier fails to show by the move out deadline after a show, Shepard shall have the authority to route exhibitor's shipment via an alternate carrier, or return shipment to a local warehouse for disposition at exhibitor's expense.

PACKAGING, CRATES, AND EMPTY CONTAINERS

Shepard shall not be responsible for surface damage to loose or uncrated materials, pad-wrapped, or shrink-wrapped materials. Shepard shall not be responsible for concealed damage, damage to carpets in bags or poly, or damage to materials improperly packed. Shepard shall not be responsible for crates and packaging unsuitable for handling, partially assembled, or having prior damage. Affixing "Empty" storage labels to containers is the sole responsibility of the exhibitor or his representative. All previous labels should be removed. Shepard assumes no responsibility for removal or misdelivery of containers with old labels or incorrect information on labels or for loss or damage to materials stored in containers labeled "empty."

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Event Code: G111110314

THIRD PARTY PAYMENT AUTHORIZATION

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

Discount Deadline: February 20, 2014

The following information must be completed and the form returned to Shepard by the deadline date.

Both parties MUST sign this form indicating acceptance; otherwise, request will be denied.

When a third party is handling your display and/or paying for any services on your behalf, we will agree to this third party arrangement if the following payment is agreed upon and all signatures are properly completed.

By signing this form, both parties agree and understand that the exhibiting firm is responsible for all charges.

In the event that the named third party does not make payment by show close, Shepard will be paid by the exhibiting firm on demand at show site.

The show site invoice may or may not include any outbound services, such as additional material handling, rigging, and/or shipping charges.

SERVICES TO BE COVERED BY THIRD PARTY

☐ **All services**

☐ Rental Furniture ☐ Exhibit Display Rentals ☐ Overhead Rigging/Labor
☐ Carpet ☐ Cleaning ☐ Installation/Dismantling Labor
☐ Material Handling *Please complete the Material Handling Authorization Form
☐ Logistics/Transportation Notes: _____
☐ Other (please specify): _____

THIRD PARTY INFORMATION

COMPANY NAME: _____

COMPANY ADDRESS: _____ **PHONE:** _____

CITY, ST, ZIP: _____ **FAX:** _____

CONTACT NAME: _____ **EMAIL:** _____

AUTHORIZED SIGNATURE: _____

EXHIBITING COMPANY INFORMATION

COMPANY NAME: _____ **BOOTH #** _____

COMPANY ADDRESS: _____ **PHONE:** _____

CITY, ST, ZIP: _____ **FAX:** _____

CONTACT NAME: _____ **EMAIL:** _____

AUTHORIZED SIGNATURE: _____

THIRD PARTY CREDIT CARD INFORMATION

Type of Card: MasterCard ☐ VISA ☐ ☐

Credit Card #: _____ **Expiration Date:** ____ (Month) ____ (Year)

Billing Address: _____ **Security Code:** _____

City, ST, Zip: _____

Name on Card: _____

Authorized Signature: _____

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EXHIBITOR APPOINTED CONTRACTOR

SECO 2014

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Atlanta, Georgia

Deadline Date: February 13, 2014

Please read the following information entirely prior to signing form and returning to Shepard.

Complete this form for each non-official contractor used. Only the official show contractor or the facility may provide building services, utilities, rigging, material handling, cleaning, and furniture rental.

As the official show contractor, Shepard will provide all standard trade show services, including installation/dismantling labor, but exhibitors may appoint a non-official contractor to provide installation/dismantling labor provided all the following conditions are met:

~ EXHIBITOR must inform Shepard Exposition Services that they have contracted with a non-official contractor by completing this form and returning it by **deadline date**. If form is not submitted by deadline date, the Exhibitor Appointed Contractor will not be allowed to perform work in the hall except to supervise the official contractor provided labor.

~ The CONTRACTOR hired by the exhibitor must, by the deadline date, provide Shepard with a current Certificate of Insurance with minimum limits of $500,000 property damage per occurrence, $1,000,000 personal injury per occurrence, workers compensation aggregate coverage of $1,000,000 per occurrence, and naming Shepard Exposition Services as additionally insured for the time period of the show (including move-in and move-out days).

~ The CONTRACTOR must abide by the rules and regulations of the show and all pertinent union regulations.

~ CONTRACTOR employees must wear approved identification badges at all times while in the work area. Badge will be issued at show site to authorized contractor representatives when all requirements have been met.

~ If the non-official contractor is empowered to incur expense on behalf of the exhibitor, a Third Party Payment Authorization form must be completed and returned to Shepard. The exhibitor agrees that he is ultimately responsible for the cost of all services provided in connection to the exhibitor's booth.

~ The non-official contractor agrees to have evidence, in the booth, that it has a valid authorization from the Exhibitor for services.

~ The non-official contractor must confine its operations to the exhibit area of its clients. No service desks, storage areas or other work facilities will be located anywhere in the facility. Show aisles and public areas are not part of the Exhibitor's booth space.

~ The non-official contractor may not solicit business on the exhibit floor.

~ The non-official contractor must have all business licenses, work permits and insurance required by State and City governments and Facility Management before beginning work, and shall provide Show Management with evidence of compliance.

~ If required, the non-official contractor must be able to provide evidence that it has current and applicable labor contracts and must comply with all labor agreements and jurisdictions. The non-official contractor must not jeopardize the production of the event by any act or practice that would lead to work stoppages, strikes or labor disputes.

~ Non-official contractor employees must wear approved identification badges at all times while in the work area. Badges will be issued at show site, to authorized representatives, when all requirements have been met.

The following information must be completed and the form returned to Shepard by the deadline date.

Name of Non-official Contractor: _____

Services to be performed: _____

Contact Name: _____

Contact Phone: _____ **Fax:** _____

Contact Address: _____

Exhibitor's Signature: _____ **Date:** _____

Exhibiting Company Name: _____ **Booth #** _____

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Event Code: G111110314 **Discount Deadline: February 20, 2014**

SIGNATURE SERIES PACKAGES

SECO 2014
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Signature Series - We Make Exhibiting EZ!!

Signature Series Packages offer one stop shopping convenience for all of your trade show needs.

100 SERIES PACKAGE

~ 10'x10' Expo Carpet *(Select Color)* 50255
- ☐ (01) Red ☐ (13) Teal ☐ (06) Black
- ☐ (05) Blue ☐ (10) Grey ☐ (07) Burgundy

~ 6'Lx42"H Skirted Counter *(Select Color)* 50047
- ☐ (01) Red ☐ (04) Gold ☐ (07) Burgundy
- ☐ (02) Green ☐ (05) Blue ☐ (10) Grey
- ☐ (03) White ☐ (06) Black ☐ (13) Teal

~ (2) Padded Stools with Back 50024
~ Wastebasket 50091
~ One Time Vacuuming for 100 sq. ft 47001
~ 200 lbs. Material Handling* 35030/35010

	Qty.	Discount	Regular	Amount
66320		605.20	786.75	

200 SERIES PACKAGE

~ 10'x10' Expo Carpet *(Select Color)* 50255
- ☐ (01) Red ☐ (13) Teal ☐ (06) Black
- ☐ (05) Blue ☐ (10) Grey ☐ (07) Burgundy

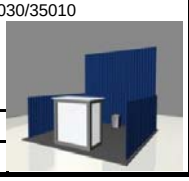
~ 30" Star Base Pedestal Table 50032
~ (2) Padded Arm Chairs 50021
~ Wastebasket 50091
~ One Time Vacuuming for 100 sq. ft. 47001
~ Up to 200 lbs. Material Handling* 35030/35010

	Qty.	Discount	Regular	Amount
66323		544.75	708.20	

300 SERIES PACKAGE

~ 10'x10' Expo Carpet *(Select Color)* 50255
- ☐ (01) Red ☐ (13) Teal ☐ (06) Black
- ☐ (05) Blue ☐ (10) Grey ☐ (07) Burgundy

~ 1 Meter Locking Cabinet (LC3) 66284
~ Wastebasket 50091
~ One Time Vacuuming for 100 sq. ft. 47001
~ Up to 200 lbs. Material Handling* 35030/35010



	Qty.	Discount	Regular	Amount
66326		644.60	838.00	

400 SERIES PACKAGE

~ 10'x10' Expo Carpet *(Select Color)* 50255
- ☐ (01) Red ☐ (13) Teal ☐ (06) Black
- ☐ (05) Blue ☐ (10) Grey ☐ (07) Burgundy

~ 10'x10' Piercce Booth 66477
~ Wastebasket 50091
~ One Time Vacuuming for 100 sq. ft. 47001
~ Up to 200 lbs. Material Handling* 35030/35010

	Qty.	Discount	Regular	Amount
66329		2232.60	2902.40	

*Some restrictions may apply - material handling based on standard freight, does not include small packages, late to warehouse surcharges, special handling, marshaling yard or other applicable fees.

☐ **GO GOLD!!** Upgrade your package to include 100 sq. ft. of 1/2" Carpet Padding (50009) and Visqueen (50010).
☐ **GO PLATINUM!!** Includes the Gold Upgrade plus daily vacuuming and (1) 500 watt electrical drop.

Discount	Regular
95.00	123.50
275.00	357.50

Subtotal:	$
8.000% Tax*:	$
Amount Due:	$

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.
Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order. There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received in writing 48 hours prior to first exhibitor move-in day. Rental items not ordered and found in use in your booth are subject to "Regular" rate billing.
*** All tax rates are subject to change.**

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ECONOMY BOOTH PACKAGE

SECO 2014

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Atlanta, Georgia

Deadline Date: February 20, 2014

MAKE ORDERING SIMPLE & SAVE MONEY! ...GET THE ECONOMY BOOTH PACKAGE

BOOTH PACKAGE 10' X 10' (50142)

Qty.	Code	Item Description	Discount	Regular	Amount
	5004606	1 - 6'L x 24"W x 30"H Skirted Table - Black	388.10	426.90	
	50020	2 - Upholstered Side Chairs			
	50091	1 - Wastebasket			
	5025506	10 X 10 Carpet - Black			

To qualify for the discounted rate listed above, order must be received with payment by February 20, 2014. No substitutions will be accepted. Orders received after the discount deadline will no longer be package orders and will be placed for each individual item at the regular kit rates.

Please complete the following:

Company Name: _____ **Booth #:** _____ Total $

Contact Name: _____ **Phone #:** _____ 8.000% Tax: $

Authorized Signature: _____ Amount Due: $

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order. There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received in writing 48 hours prior to first exhibitor move-in day. Rental items not ordered and found in use in your booth are subject to "Regular" rate billing.

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EXPO FURNISHINGS

SECO 2014

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Discount Deadline: February 20, 2014

TABLES - ALL DISPLAY TABLES ARE 24" WIDE

Choose drape color (place color code next to order):

Red (01) Gold (04) Burgundy (07)
Green (02) Blue (05) Grey (10)
White (03) Black (06) Teal (13)

SKIRTED TABLES

Code	Qty.	Color	Size	Discount	Regular	Amount
50042			4'L X 30"H	99.85	129.80	
50046			6'L X 30"H	122.70	159.50	
50050			8'L X 30"H	155.50	202.15	
50043			4'L X 42"H	121.35	157.75	
50047			6'L x 42"H	155.45	202.10	
50051			8'L x 42"H	182.75	237.60	
50052			4th Side 30"	60.70	78.90	
50171			4th Side 42"	60.70	78.90	

Tables are skirted 3-sided, must order 4th side for all sides to be draped on 6' and 8' tables.

UNSKIRTED TABLES

Code	Qty.	Size	Discount	Regular	Amount
50040		4'L X 30"H	71.15	92.50	
50044		6'L X 30"H	83.25	108.25	
50048		8'L X 30"H	100.10	130.15	
50041		4'L X 42"H	80.10	104.15	
50045		6'L x 42"H	100.10	130.15	
50049		8'L x 42"H	111.65	145.15	

RISERS - WOODEN PLANKING, 8" WIDE

DRAPED RISERS

Code	Qty.	Size	Discount	Regular	Amount
50082		4'L X 6"H	43.05	55.95	
50084		6'L X 6"H	54.85	71.30	
50086		8'L X 6"H	69.60	90.50	
50083		4'L X 12"H	87.20	113.35	
50085		6'L x 12"H	108.50	141.05	
50087		8'L x 12"H	120.95	157.25	

UNDRAPED RISERS

Code	Qty.	Size	Discount	Regular	Amount
50076		4'L X 6"H	20.70	26.90	
50078		6'L X 6"H	29.10	37.85	
50080		8'L X 6"H	97.70	127.00	
50077		4'L X 12"H	40.20	52.25	
50079		6'L x 12"H	57.40	74.60	
50081		8'L x 12"H	70.10	91.15	

STANDARD SEATING

Code	Qty.	Item	Discount	Regular	Amount
50020		Side Chair	62.40	81.10	
50021		Arm Chair	88.40	114.90	
50024		Stool w/back	98.80	128.45	

STANDARD ACCESSORIES

LS1

Code	Qty.	Item	Discount	Regular	Amount
50091		Wastebasket	18.20	23.65	
50094		Floor Easel	35.90	46.65	
50245		Literature Rack	137.90	179.25	
LS1		LS1 Literature Rack	229.50	298.35	

Code	Qty.	Item	Discount	Regular	Amount
50175		Bag Rack	175.50	228.15	
50092		Coat Rack	62.30	81.00	
50093		Garment Rack	175.50	228.15	

Code	Qty.	Item	Discount	Regular	Amount
50427		Tensabarrier Stanchion	74.00	96.20	
50095		Sign Holder, 22x28	121.45	157.90	

SKIRTING OF EXHIBITOR EQUIPMENT-per linear ft.

50058		Sateen Skirting	13.70	17.80	

Please select sateen color from below:

☐ Red (01) ☐ Gold (04) ☐ Burgundy (07)
☐ Green (02) ☐ Blue (05) ☐ Grey (10)
☐ White (03) ☐ Black (06) ☐ Teal (13)

Total Expo Furnishings:	$
8.000% Tax*:	$
Amount Due:	$

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.
Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order. There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received in writing 48 hours prior to first exhibitor move-in day. Rental items not ordered and found in use in your booth are subject to "Regular" rate billing.
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CARPETING & CLEANING

SECO 2014

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Georgia World Congress Center
Atlanta, Georgia

Discount Deadline: February 20, 2014

Per Show Management: Floor Covering is required for all exhibit booths.

EXPO CARPET - 16 OZ.

Choose Color:

Red (01) ☐ Blue (05) ☐ Tuxedo (50) ☐ Black (06) ☐ Teal (13) ☐ Burgundy (07) ☐

	Qty.	Item	Discount	Regular	Amount
50255		10' x 10'	161.20	209.55	
50256		10' x 20'	306.80	398.85	
50257		10' x 30'	457.60	594.90	
50258		10' x 40'	608.40	790.90	

Variation in dye lot may occur when ordering more than one cut of carpet unless ordered as Special Cut Carpet.

SPECIAL CUT EXPO CARPET

50006		Per Square Foot	3.00	3.90	

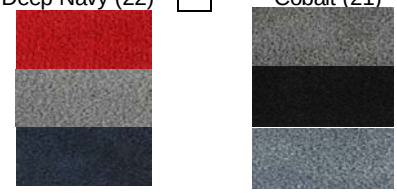
Visqueen will automatically be installed at published rate listed below to protect Special Cut carpet during move-in. Please note all carpet is a maximum of ten feet wide and is installed accordingly.

Prices quoted above include installation and taping of front edge only. All rental carpet is delivered clean to your booth space, but during setup, carpet may become dirty. Please order cleaning service at least once before show opening.

PREMIUM CARPET - 32 OZ., 100% ULTRA CUT PILE WITH ACTION BACK OR JUTE BACKING

Choose Color:

Red (01) ☐ Silver Cloud (18) ☐ Deep Navy (22) ☐ Charcoal (17) ☐ Black (06) ☐ Cobalt (21) ☐



	Qty.	Item	Discount	Regular	Amount
46001		Rental/sq.ft	4.90	6.35	
46003		Rental 1000+/sq.ft	4.15	5.40	
46002		Purchase/sq.ft.	12.50	16.25	

Minimum 100 sq. ft. is required. No refunds on cancellations.
Rental includes installation and removal of carpet and visqueen.

Purchase carpet: please fill out Labor Order Form (carpet installation section) to have carpet installed.

PADDING & VISQUEEN

	Qty.	Item	Discount	Regular	Amount
50009		1/2" Padding	0.80	1.05	
50008		1" Padding	1.80	2.35	
50010		Visqueen	0.30	0.40	

BOOTH DIMENSIONS

What is your booth size (ft.)?

_____ X _____ = _____ sq. ft.

BOOTH CLEANING - Minimum 100 sq.ft.

Booth cleaning rates are per square foot.

	Qty.	Item	Discount	Regular	Amount
47001		Vacuum Once	0.34	0.45	
47002		Daily Vacuum	1.02	1.35	

Carpet is delivered clean, but may become dirty during setup. We suggest that you order vacuuming at least once before show opening.

PERIODIC PORTER SERVICE

Porter Service Rates are per square foot

	Qty.	Item	Discount	Regular	Amount
47030		Porter Svc Once	0.40	0.50	
47031		Daily Porter Svc	1.20	1.55	

Porter Service includes emptying wastebaskets within the booth every two hours during the show. It may be ordered once for only the first day of the show or daily.

Please note: booth cleaning and porter service are non-taxable for this show.

Total Carpeting & Cleaning	$
8.00% Tax*:	$
Amount Due:	$

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order. There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received in writing 48 hours prior to first exhibitor move-in day.

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Event Code: G111110314

SPECIALTY FURNISHINGS/ACCESSORIES

SECO 2014
March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

Discount Deadline: February 20, 2014

SPECIALTY CHAIRS AND TABLES

36" Diameter
42" or 30" H

24" W x 18" H

	Qty.	Item	Discount	Regular	Amount
51086		Director's Chair	66.35	86.25	
51090		Director's Stool	118.65	154.25	
51089		Ped. Table,42"	174.35	226.65	
50032		Ped. Table,30"	174.35	226.65	
50030		Rnd Side Table	84.35	109.65	
50031		Sq. Side Table	84.35	109.65	

SHOWCASES

Full View

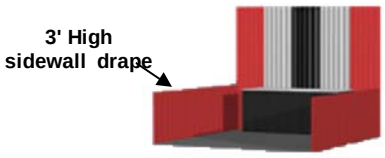
Quarter View

	Qty.	Item	Discount	Regular	Amount
50067		Full View 4'	661.35	859.75	
50068		Full View 6'	729.45	948.30	
50069		Quarter View 4'	661.35	859.75	
50070		Quarter View 6'	729.45	948.30	

Standard Showcases are a gray finish.

MISCELLANEOUS ITEMS

	Qty.	Item	Discount	Regular	Amount
50185		Drawing Bowl	38.70	50.30	
50098		Refrigerator	503.60	654.70	
50088		8' Upright	23.20	30.15	
50089		8' Crossbar	15.45	20.10	



SPECIAL DRAPERY BACKGROUNDS - Per linear foot

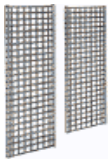
Must be approved by show management.

	Lin. Ft.	Item	Discount	Regular	Amount
50073		8' High	15.75	20.50	
50074		3' High	12.45	16.20	

Choose Color: **Minimum 4' panel rental required.**

☐ Red (01) ☐ Blue (05) ☐ Grey (10)
☐ White (03) ☐ Black (06) ☐ Burgundy (07)

GRID AND GRID ACCESSORIES



	Qty.	Size	Discount	Regular	Amount
50236		2'x8' w/legs, each	158.10	205.55	
50237		2'x8' w/o legs, each	118.50	154.05	
50242		7-Ball Waterfall	10.85	14.10	

Other accessories available, please call customer service for more information.

VELCRO TACK BOARD

50061

50060

	Qty.	Item	Discount	Regular	Amount
50060		4' X 8' Horz.	214.10	278.35	
50061		4' x 8' Vert.	214.10	278.35	

Total Specialty Furnishings/Accessories:	$
8.000% Tax*:	$
Amount Due:	$

Please complete the following:

Company Name: _____ **Booth #:** _____

Contact Name: _____ **Phone #:** _____

Authorized Signature: _____

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EXECUTIVE FURNITURE

SECO 2014

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COMFORT SEATING/OTTOMANS

Qty.	Item	Discount	Regular	Amount
	Key West - Black			
	SOM	613.40	797.40	
	LSM	543.85	707.00	
	OCB	445.90	579.65	
	Lisbon - Charcoal Leather			
	SOC	806.40	1048.30	
	LSC	727.30	945.50	
	CHC	534.40	694.70	
	Memphis			
	MPS	577.10	750.25	
	MPC	409.50	532.35	
	Astro			
	SOQ	750.95	976.25	
	CHQ	496.50	645.45	
	Newport			
	SED	1568.45	2039.00	
	LSD	700.45	910.60	
	CHD	385.80	501.55	
	Miscellaneous Seating			
	SO1	695.65	904.35	
	OCU	428.50	557.05	
	OCW	838.00	1089.40	
	OCY	208.70	271.30	
	Ottomans			
	OSA	332.00	431.60	
	OTP	396.90	515.95	
	OTM	414.20	538.45	
	OTH	126.45	164.40	
	VIB02	95.45	124.10	

COCKTAIL, END TABLES & LAMPS

Qty.	Item	Discount	Regular	Amount
	Cocktail Tables			
	C1E	294.05	382.25	
	C1F	268.80	349.45	
	C1C	276.65	359.65	
	COLI	175.75	228.50	
	End Tables			
	E1E	276.65	359.65	
	E1F	251.35	326.75	
	E1C	259.30	337.10	
	EOLI	165.00	214.50	
	Lamps			
	LA15	155.70	202.40	
	LA14	105.45	137.10	

Subtotal	$
8.000% Tax*:	$
Amount Due:	$

Floor orders are subject to availability. Substitutions may be provided without prior notification.
Please complete the following:

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Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

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CONFERENCE TABLES

Qty.	Item	Discount	Regular	Amount
	Geo Tables - 29" High			
	CE2 (60"L)	449.10	583.85	
	CF2 (60"L)	433.20	563.15	
	CE1 (42"L)	309.90	402.85	
	CF1 (42"L)	294.05	382.25	
	Graphite Nebula - 29" High			
	CB2 (6'L)	483.85	629.00	
	CB3 (8'L)	586.60	762.60	
	CB1 (42"RND)	396.85	515.90	
	Mahogany - 29" High			
	CC6 (6'L)	449.10	583.85	
	CC7 (8'L)	553.35	719.35	
	CC8 (10'L)	880.65	1144.85	
	CC5 (42"RND)	394.65	513.05	
	Miscellaneous Conf. Table - 29" High			
	CG1 (42"RND)	319.35	415.15	

CONFERENCE CHAIRS

Qty.	Item	Discount	Regular	Amount
	Panton			
	OTO	474.30	616.60	
	SC9	208.70	271.30	
	Luxor - Black Leather			
	XC3	389.00	505.70	
	XC2	422.15	548.80	
	XC1	449.10	583.85	
	Altura - Black Crepe			
	XC6	346.30	450.20	
	XC5	381.05	495.35	
	XC4	414.20	538.45	
	Brewer			
	SC3	185.00	240.50	
	SC2	185.00	240.50	
	Miscellaneous Chairs			
	SC8	172.30	224.00	
	SC1	197.60	256.90	
	SC4	197.60	256.90	
	SC6	241.95	314.55	

Floor orders are subject to availability. Substitutions may be provided without prior notification.

Please complete the following:

Company Name:		**Booth #:**		Subtotal	$
Contact Name:		**Phone #:**		8.000% Tax*:	$
				Amount Due:	$

Authorized Signature: _____

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EXECUTIVE FURNITURE

SECO 2014

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Discount Deadline: February 20, 2014

BAR TABLES

Qty.	Item	Discount	Regular	Amount
	36" Round x 42" High			
	VTN	260.95	339.25	
	VTM	260.95	339.25	
	30" Round x 42" High			
	VTK	251.75	327.30	
	VTJ	251.75	327.30	
	VTF	285.50	371.15	
	VTC	251.75	327.30	
	WTJ	319.20	414.95	
	WTF	351.55	457.00	

BARS

Qty.	Item	Discount	Regular	Amount
	Martini Bars - 47" High			
	BR1	1462.85	1901.70	
	BRC	4210.60	5473.80	

BAR STOOLS

Qty.	Item	Discount	Regular	Amount
	Ohio - Chrome, 31" High			
	BS3	191.85	249.40	
	BS2	191.85	249.40	
	BS1	191.85	249.40	
	Banana - Chrome, 30" High			
	BST	257.95	335.35	
	BSS	257.90	335.25	
	Oslo - 30" High			
	BSD	268.65	349.25	
	BSC	268.65	349.25	
	Miscellaneous			
	BSL (29"H)	204.15	265.40	
	BSN (29"H)	290.10	377.15	
	BCE (32"H)	237.90	309.25	

Floor orders are subject to availability. Substitutions may be provided without prior notification.

Please complete the following:

Subtotal	$
8.000% Tax*:	$
Amount Due:	$

Company Name: _____ **Booth #:** _____

Contact Name: _____ **Phone #:** _____

Authorized Signature: _____

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CAFÉ TABLES

Qty.	Item	Discount	Regular	Amount
	36" Round x 29" High			
	ZTP	242.50	315.25	
	ZTN	242.50	315.25	
	ZTM	242.50	315.25	
	XTP	326.95	425.05	
	XTN	326.95	425.05	
	XTM	326.95	425.05	
	30" Round x 29" High			
	ZTK	218.00	283.40	
	ZTJ	218.00	283.40	
	XTK	300.85	391.10	
	XTJ	300.85	391.10	
	XTF	331.50	430.95	

ZTP-36"
ZTK-30"

ZTN-36"
ZTJ-30"

ZTM-36"

XTP-36"
XTK-30"

XTN-36"
XTJ-30"

XTM-36"

XTF-30"

STACKING & UTILITY SEATING

Qty.	Item	Discount	Regular	Amount
	Stacking Chair, 37" High			
	CS8	116.65	151.65	
	CS9	116.65	151.65	
	Altura - Black Crepe			
	SY1	210.30	273.40	
	DF1	311.60	405.10	

CS8

CS9

SY1

DF1

PRODUCT DISPLAY, FILES, REFRIGERATORS, & TRAINING ROOM FURNITURE

Qty.	Item	Discount	Regular	Amount
	Product Display			
	PMB36	281.20	365.55	
	PMB42	331.40	430.80	
	PDK	483.85	629.00	
	PDL	494.85	643.30	
	BC6	359.15	466.90	
	BC7	351.55	457.00	
	ET1	359.15	466.90	
	ET2	359.15	466.90	
	Training Room			
	CP5	420.60	546.80	
	PO3	503.50	654.55	
	PO1	319.20	414.95	
	WD2	369.95	480.95	
	CO4	319.20	414.95	
	Lateral Files			
	L26	445.20	578.75	
	L27	420.60	546.80	
	Refrigerator			
	R1Q	293.20	381.15	

PEDESTALS	COLOR	SIZE
PMB36	Black	24"Lx24"Dx36"H
PDH	Graphite	24"LX24"DX42"H
PDK	Graphite	30"LX30"DX42"H
PDL	Black	24"LX24"DX42"H

Graphite

PDL

BC6

BC7

ET1

ET2

CP5

PO3

PO1

WD2

CO4

L26

L27

R1Q

Floor orders are subject to availability. Substitutions may be provided without prior notification.

Please complete the following:

Company Name: _____ **Booth #:** _____

Contact Name: _____ **Phone #:** _____

Authorized Signature: _____

Subtotal	$
8.000% Tax*:	$
Amount Due:	$

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Exhibit Solutions Sales Phone: 404-720-8652
Exhibit Solutions Sales Fax: 404-720-8757
Customer Service Email: ESSRentals@shepardes.com
Event Code: G111110314

INLINE BOOTH RENTALS

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

Discount Deadline: February 11, 2014

EXHIBIT SOLUTIONS INLINE BOOTH RENTALS

Let our Exhibit Solutions team make Exhibiting EZ with a Turnkey Rental Booth!!

- *Custom Design for Rentals
- *Onsite Logistics Management
- *Freight Management
- *Graphic Development/Printing
- *Installation/Dismanlte
- *Custom Furniture Rental

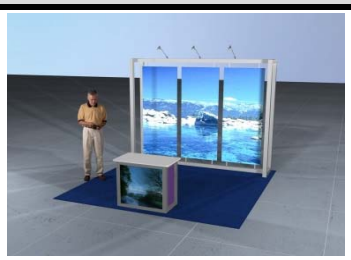
Please visit us online for additional options and information: ***http://www.shepardes.com/shep-gallery.html***

The Eddie

Qty.	Description	Discount	Regular
	10' x 10'	2573.00	3344.90
	10' x 20'	4190.00	5447.00
	Subtotal		

(66470, 66471)

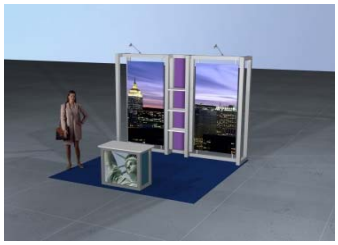
The Jonathon



Qty.	Description	Discount	Regular
	10' x 10'	1795.00	2333.50
	10' x 20'	3142.00	4084.60
	Subtotal		

(66474, 66475)

The Pierce



Qty.	Description	Discount	Regular
	10' x 10'	2226.50	2894.45
	10' x 20'	4227.50	5495.75
	Subtotal		

(66477, 66478)

The Madison

Qty.	Description	Discount	Regular
	10' x 10'	2700.00	3510.00
	10' x 20'	3200.00	4160.00
	Subtotal		

(66484, 66485)

The Grant

Qty.	Description	Discount	Regular
	10' x 10'	2850.00	3705.00
	10' x 20'	3950.00	5135.00
	Subtotal		

(66486, 66487)

The Harrison

Qty.	Description	Discount	Regular
	10' x 10'	2620.00	3406.00
	10' x 20'	3850.00	5005.00
	Subtotal		

(66492, 66493)

All Exhibit Booth Rentals include installation/dismantling and graphic panels as shown (not all booths have graphic panels). Prices quoted are for print-ready graphics. If graphics submitted are not print-ready, additional fees may apply. Please contact the Exhibit Solutions Department with any questions you may have at 404-720-8652.

****Please Note**** **Carpet is not included. To order please refer to the Carpet & Cleaning form.**

Please fax completed form to Exhibit Solutions Department at 404-720-8757.

Please complete the following:

Company Name: _____ **Booth #:** _____

Contact Name: _____ **Phone #:** _____

Authorized Signature: _____

Subtotal	$
8.000% Tax*:	$
Amount Due:	$

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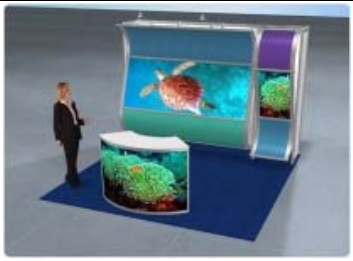
- *Freight Management
- *Graphic Development/Printing
- *Installation/Dismanlte
- *Custom Furniture Rental

Please visit us online for additional options and information: ***http://www.shepardes.com/shep-gallery.html***

The Jackson



Qty.	Description	Discount	Regular
	10' x 10'	2795.00	3633.50
	10' x 20'	4225.00	5492.50
	Subtotal		

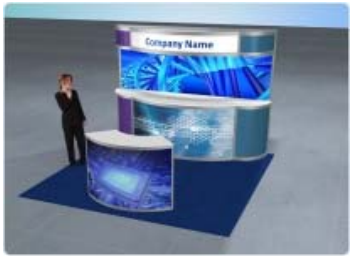
(66490, 66491)

The Lincoln

Qty.	Description	Discount	Regular
	10' x 10'	2650.00	3445.00
	10' x 20'	3650.00	4745.00
	Subtotal		

(66482, 66483)

The Roosevelt



Qty.	Description	Discount	Regular
	10' x 10'	2775.00	3607.50
	10' x 20'	4400.00	5720.00
	Subtotal		

(66488, 66489)

The Lucy

Qty.	Description	Discount	Regular
	10' x 10'	1650.00	2145.00
	Subtotal		

(66473)

The Dale

Qty.	Description	Discount	Regular
	10' x 10'	2880.00	3744.00
	Subtotal		

(66481)

All Exhibit Booth Rentals include installation/dismantling and graphic panels as shown (not all booths have graphic panels). Prices quoted are for print-ready graphics. If graphics submitted are not print-ready, additional fees may apply. Please contact the Exhibit Solutions Department with any questions you may have at 404-720-8652.

****Please Note**** **Carpet is not included, to order please refer to the Carpet & Cleaning form.**

Please fax completed form to Exhibit Solutions Department at 404-720-8757.

Please complete the following:

Company Name: _____ **Booth #:** _____

Contact Name: _____ **Phone #:** _____

Authorized Signature: _____

Subtotal	$
8.000% Tax*:	$
Amount Due:	$

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order. There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received in writing 48 hours prior to first exhibitor move-in day. Rental items not ordered and found in use in your booth are subject to "Regular" rate billing.

* All tax rates are subject to change.

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318

Exhibit Solutions Sales Phone: 404-720-8652
Exhibit Solutions Sales Fax: 404-720-8757
Customer Service Email: ESSRentals@shepardes.com
Event Code: G111110314

ISLAND BOOTH RENTALS

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

Discount Deadline: February 11, 2014

EXHIBIT SOLUTIONS ISLAND BOOTH RENTALS

Let our Exhibit Solutions team make Exhibiting EZ with a Turnkey Rental Booth!!

- *Custom Design for Rentals
- *Onsite Logistics Management
- *Freight Management
- *Graphic Development/Printing
- *Installation/Dismanlte
- *Custom Furniture Rental

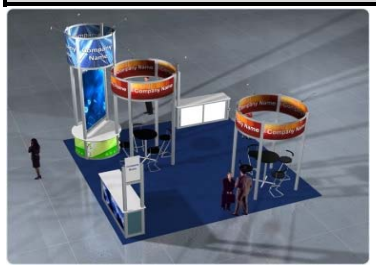
Please visit us online for additional options and information: ***http://www.shepardes.com/shep-gallery.html***

The Monroe

Qty.	Description	Discount	Regular
	20' x 20'	6550.00	8515.00
Subtotal			

(66494)

The Jefferson



Qty.	Description	Discount	Regular
	20' x 20'	9750.00	12675.00
Subtotal			

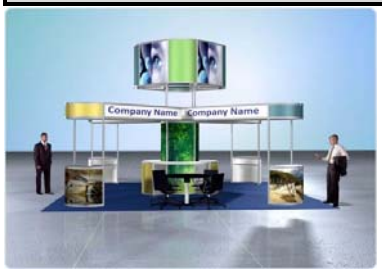
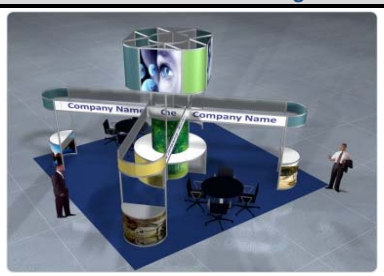
(66498)

The Taylor

Qty.	Description	Discount	Regular
	20' x 20'	9160.00	11908.00
Subtotal			

(66480)

The Washington

Qty.	Description	Discount	Regular
	20' x 20'	9400.00	12220.00
Subtotal			

(66368)

All Exhibit Booth Rentals include installation/dismantling and graphic panels as shown for print-ready graphics. If graphics submitted are not print-ready, additional fees may apply. Please contact the Exhibit Solutions Department with any questions at 404-720-8652.
****Please Note** Carpet is not included, to order please refer to the Carpet & Cleaning form.**

Please fax completed form to Exhibit Solutions Department at 404-720-8757.

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Subtotal	$
8.000% Tax*:	$
Amount Due:	$

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Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order. There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received in writing 48 hours prior to first exhibitor move-in day. Rental items not ordered and found in use in your booth are subject to "Regular" rate billing.
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ISLAND BOOTH RENTALS

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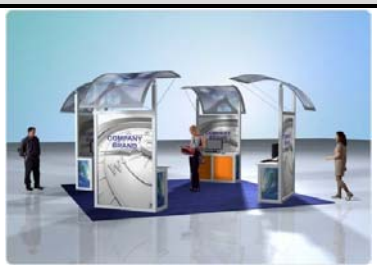
EXHIBIT SOLUTIONS ISLAND BOOTH RENTALS

Let our Exhibit Solutions team make Exhibiting EZ with a Turnkey Rental Booth!!

- *Custom Design for Rentals
- *Onsite Logistics Management
- *Freight Management
- *Graphic Development/Printing
- *Installation/Dismanlte
- *Custom Furniture Rental

Please visit us online for additional options and information: http://www.shepardes.com/shep-gallery.html

The Adams



Qty.	Description	Discount	Regular
	20' x 20'	9500.00	12350.00
	Subtotal		

(66497)

The Tyler

Qty.	Description	Discount	Regular
	20' x 20'	6995.00	9093.50
	Subtotal		

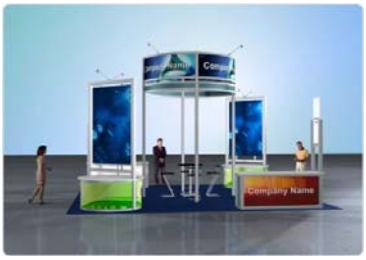
(66495)

The Garfield

Qty.	Description	Discount	Regular
	20' x 20'	6850.00	8905.00
	Subtotal		

(66496)

The Cleveland



Qty.	Description	Discount	Regular
	20' x 20'	10200.00	13260.00
	Subtotal		

(66499)

All Exhibit Booth Rentals include installation/dismantling and graphic panels as shown for print-ready graphics. If graphics submitted are not print-ready, additional fees may apply. Please contact the Exhibit Solutions Department with any questions at 404-720-8652.
****Please Note**** **Carpet is not included, to order please refer to the Carpet & Cleaning form.**

Please fax completed form to Exhibit Solutions Department at 404-720-8757.

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Subtotal	$
8.000% Tax*:	$
Amount Due:	$

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.
Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.
There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received in writing 48 hours prior to first exhibitor move-in day. Rental items not ordered and found in use in your booth are subject to "Regular" rate billing.
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Event Code: G111110314

EXHIBIT RENTAL ACCESSORIES

SECO 2014

March 13 - 15, 2014
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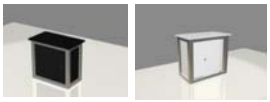
Atlanta, Georgia

Discount Deadline: February 11, 2014

SHOWCASES AND LOCKING CABINETS

Quarterview Showcase
4' 6" W X 1' 9" D x 3' 3" H

Square Showcase
1' 9" W x 1" 9" D x 7' H



LC3
3' 9" W x 2' 3" D x 3' 6" H

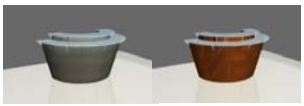
Showcases					
Code	**Qty.**	**Description**	**Discount**	**Regular**	**Amount**
66270		**Quarterview**	845.05	1098.55	
Please choose metal color: ☐ Black (06) ☐ White (03) ☐ Silver (15)					
66272		**Square**	912.05	1185.65	
Please choose metal color: ☐ Black (06) ☐ White (03) ☐ Silver (15)					

Locking Cabinets					
Code	**Qty.**	**Description**	**Discount**	**Regular**	**Amount**
66282		**LC1**	626.30	814.20	
Please choose metal color: ☐ Black (06) ☐ White (03) ☐ Silver (15)					
66283		**LC2**	760.05	988.05	
Please choose metal color: ☐ Black (06) ☐ White (03) ☐ Silver (15)					
66284		**LC3**	462.05	600.65	
Please choose panel color: ☐ Black (06) ☐ White (03)					

LC1 - 1 meter wide
3' 6" W x 1' 9" D x 3' 6" H

LC2 - 1.5 meters wide
5' W x 1' 9" D x 3' 6" H

RECEPTION COUNTERS AND COMPUTER STANDS

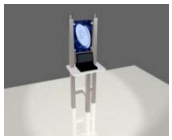


RC1
7' 9" W x 3' 5" D x 3' 9" H

RC2
4' 9"W x 2' 3"D x 3' 3"H

RC3
5' 3"W x 3' 3"D x 3' 6"H

CS1



CS2

CS1 - 3' W x 1' 9" D x 6' 3" H
CS2 - 2' 3" W x 1' 6" D x 6' 3" H

Reception Counters and Computer Stands					
Code	**Qty**	**Description**	**Discount**	**Regular**	**Amount**
66274		**RC1**	1742.90	2265.75	
Please choose metal color: ☐ Chrome (CH) ☐ Wood (W)					
66275		**RC2**	644.10	837.35	
Please choose metal color: ☐ Black (06) ☐ White (03) ☐ Silver (15)					
66276		**RC3***	1397.20	1816.35	
66285		**CS1***	812.55	1056.30	
66286		**CS2**	473.55	615.60	

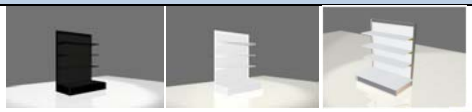
*Item includes graphics. A Shepard Representative will contact you with art requirements.

PRODUCT DISPLAY AND TRAFFIC BUILDERS

Product Display					
Code	**Qty**	**Description**	**Discount**	**Regular**	**Amount**
66277		**Gondola**	447.50	581.75	
Please choose metal color: ☐ Black (06) ☐ White (03) ☐ Silver (15)					
66278		**GL1***	790.40	1027.50	
66279		**GL2***	747.85	972.20	

*Item includes graphics. A Shepard Representative will contact you with art requirements.

Phone Charging Station					
Code	**Qty**	**Description**	**Discount**	**Regular**	**Amount**
66430		Phone Station	1450.00	1885.00	



Gondola
3' 6" W x 1' 9" D x 5' H

GL1 ***GL2***
GL1 - 5' 4" W x 1' 3" D x 8' H
GL2 - 4' 3" W x 1' 3" D x 7' H

Please note that electrical services must be ordered separately .You may find the forms in the Utilities section of the service manual.

Please fax completed form to the Exhibit Solutions Department at 404-720-8757.

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Subtotal	$
8.000% Tax*:	$
Amount Due:	$

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.
Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order. There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received in writing 48 hours prior to first exhibitor move-in day. Rental items not ordered and found in use in your booth are subject to "Regular" rate billing.
*** All tax rates are subject to change.**

LABOR
Georgia is a "right-to-work" state. Exhibitor personnel may set up their own exhibits if so desired using their own tools and company personnel. Union Labor is available to assist in the installation and dismantling of exhibit booths. Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged for at established rates, using the enclosed order forms.

EXHIBIT LABOR JURISDICTION
Exhibit labor claims jurisdiction for the installation, dismantling, and first cleaning of prefabricated exhibits and displays when this work is done by Shepard personnel. They may be employed by completion of labor forms enclosed in this manual.

Union Labor is not required to put your products on display, to open cartons containing your products, nor to perform testing, maintenance or repairs on your products.

MATERIAL/FREIGHT HANDLING JURISDICTION
Shepard Exposition Services has the responsibility of receiving and handling all exhibit materials and empty crates that comes in via over the road carriers. It is Shepard's responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition. Shepard will not be responsible, however, for any materials they do not handle.

Vehicles must not be left unattended at the loading areas. Any unattended vehicles will be towed at the owner's expense.

The Fire Marshal absolutely prohibits the storage of empty containers in the exhibit hall. Arrangements have been made with Shepard Exposition Services to store empty crates. Please refer to the Material Handling Information sheet in this service manual for the handling of empties, disposal of skids, etc.

GRATUITIES /BREAKS
Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for services rendered. Do not give coffee breaks other than mid-morning and mid-afternoon, when the union has a 15 minute paid break. Meal breaks are one hour. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Shepard Exposition Services.

IN GENERAL
Exhibitors do not have to respond to grievances or complaints from union and trade personnel with respect to work jurisdictions. Please refer all such disputes and/or questions to Shepard management personnel immediately.

SAFETY
Safety of everyone working in the hall is of our utmost concern at all times. Standing on chairs, tables and other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Shepard Exposition Services cannot be held responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor on the Labor Order Form included in this manual and the necessary ladders and tools will be provided.

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318
Customer Service Phone: (404) 720-8600
Customer Service Fax: (404) 720-8755
Customer Service Email: atlanta@shepardes.com
Event Code: G111110314

LABOR ORDER FORM

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

Discount Deadline: February 20, 2014

INSTALLATION & DISMANTLING LABOR ESTIMATE AND QUESTIONNAIRE

Please complete the following:

How many laborers will you require? _____ Installation _____ Dismantling

Date of installation: _____ Requested start time: _____ Est. Hours _____

Date of dismantling: _____ Requested start time: _____ Est. Hours _____

I will need Shepard Supervised Labor for (please check one):

○ Installation ○ Dismantling ○ Both Install/Dismantle

Code	Qty.	Item	Discount	Regular	Sup. Fee	Amount
Shepard Supervised Labor (Exhibitor not present)						
68066		ST	59.75	77.70	30% **	
68067		OT	89.50	116.35	30% **	
68068		DT	119.50	155.35	30% **	

****Supervisory fee is 30% of total cost or $60, whichever is greater.**

I will need Exhibitor Supervised Labor for (please check one):

○ Installation ○ Dismantling ○ Both Install/Dismantle

Code	Qty.	Item	Discount	Regular	Amount
Exhibitor Supervised Labor					
68060		ST	59.75	77.70	
68061		OT	89.50	116.35	
68062		DT	119.50	155.35	

Dismantle: 68063/68064/68065

Sup install: 68069 Sup dismantle: 68073

Labor Hours

ST - Straight time: Monday-Friday, 8:00 AM - 5:00 PM
OT - Overtime: Monday-Friday, 5:00 PM - Midnight; Saturday/Sunday, 8:00 AM - 5:00 PM
DT - Double time: All other hours and holidays

If you are shipping carpet to the show and require Shepard to install it for you, please complete the following:

Exhibitor-Owned Carpet Installation/Dismantling					
68080		SQ. FT.	1.00	1.30	
68079		MINIMUM	119.50	155.35	

Booth size: _____ ft. x _____ ft. = _____

Carpet install date/time: _____

Please note:
- Hours are based on estimates, you will be invoiced for actual time incurred.
- Requested times are not guaranteed and are based on availability.
- Minimum one hour will be charged. Additional time will be billed in in half-hour increments.

Subtotal	$
N/A Tax*:	$
Amount Due:	$

SHEPARD SUPERVISION INFORMATION

Please complete this section if you have chosen Shepard to supervise your installation and/or dismantling.

Inbound Freight Information

Carrier Company Name: _____
# of pieces: _____ Weight of Shipment: _____
Is shipment? ☐ Crated ☐ Uncrated
Tracking/Pro #: _____
Estimated arrival date: _____
Shipment to arrive at: ☐ Warehouse ☐ Show site

Outbound Freight Information

Carrier Company Name: _____
Deliver Shipment To: _____
Address: _____
City, ST, Zip: _____
Type of Service (air, van line, ground, etc.): _____

If for any reason your shipment is not picked up by your carrier, please choose one of the following options:

Force freight through preferred carrier: ☐
Send shipment back to Shepard warehouse: ☐ ($400 min. fee)

Set-up Information for Installation

Please check all that apply and provide information where requested.

Booth Size: _____ x _____
Forklift required? ☐ Yes ☐ No
Carpet is? ☐ owned ☐ rented from Shepard
Carpet padding? ☐ Yes ☐ No
Drawings are? ☐ Faxed to Shepard ☐ Shipped w/exhibit crates

Services You Have Ordered

(please check all that apply)

☐ Electrical ☐ Furniture ☐ A/V Equipment
☐ Booth Cleaning ☐ Telephone/Internet

Electrical Information:

☐ Electrical should go under the carpet (diagram is attached)
☐ Electrical drawings are attached
☐ Electrical drawings are with exhibit in crate number
☐ Electrical drawings were sent to the official contractor

On-site Exhibitor Contact Information

Name: _____ Phone #: _____
Hotel: _____
Arrival date/time: _____
Departure date/time: _____

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.
Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.
Orders cancelled without written 48-hour notice will be charged a one (1) hour cancellation fee.
*** All tax rates are subject to change.**

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Event Code: G111110314

GROUND RIGGING/FORKLIFT RENTAL

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

Discount Deadline: February 20, 2014

GROUND RIGGING FORKLIFT RENTAL

DO NOT USE THIS FORM FOR MATERIAL HANDLING SERVICES.

Please complete the following: # of pieces to be spotted _____ Heaviest piece to be spotted _____
Requested date/time: _____ (times are not guaranteed)
Description of work to be performed: _____

Code	Qty.	Item Description	Discount	Regular	Amount
FORKLIFT RENTAL - UP TO 5,000 LB CAPACITY					
35028		Straight-time Hourly Rental	204.70	266.00	
35039		Overtime Hourly Rental	241.90	314.50	
35067		Double-time Hourly Rental	279.40	363.25	

Code	Qty.	Item Description	Discount	Regular	Amount
FORKLIFT RENTAL - UP TO 10,000 LB CAPACITY					
35029		Straight-time Hourly Rental	409.40	532.25	
35049		Overtime Hourly Rental	483.75	629.00	
35069		Double-time Hourly Rental	558.75	726.50	

Code	Qty.	Item Description	Discount	Regular	Amount
FORKLIFT RENTAL - UP TO 20,000 LB CAPACITY					
35035		Straight-time Hourly Rental	614.05	798.25	
35066		Overtime Hourly Rental	725.65	943.25	
35070		Double-time Hourly Rental	838.15	1089.50	

CRANE RENTAL AVAILABLE UPON REQUEST

ST - Straight time: Monday-Friday, 8:00 AM - 5:00 PM
OT - Overtime: Monday-Friday, 5:00 PM - Midnight; Saturday/Sunday, 8:00 AM - 5:00 PM
DT - Double time: All other hours and holidays

PLEASE NOTE:

Rate structure includes forklift and (1) operator only.

Minimum crews are based on scope of work and area jurisdiction.

Additional labor and groundmen will be billed at the hourly rate.

The minimum charge for labor and equipment is one (1) hour. Labor and equipment thereafter is charged in half (1/2) hour increments.

Orders cancelled without 24-hour notices will be charged a one (1) hour cancellation fee.

RIGGING LABOR RATES

Code	Qty.	Item Description	Discount	Regular	Amount
RIGGING FOREMAN LABOR PER MAN HOUR					
35085		Straight-time Hourly Rate	74.69	97.10	
35086		Overtime Hourly Rate	111.88	145.45	
35099		Double-time Hourly Rate	149.38	194.20	

Code	Qty.	Item Description	Discount	Regular	Amount
RIGGERS AND MATERIAL HANDLERS PER MAN HOUR					
35087		Straight-time Hourly Rate	59.75	77.70	
35100		Overtime Hourly Rate	89.50	116.35	
35101		Double-time Hourly Rate	119.50	155.35	

PLEASE NOTE:

The minimum charge for labor and equipment is one (1) hour. Labor and equipment thereafter is charged in half (1/2) hour increments.

Orders cancelled without 24-hour written notice will be charged a one (1) hour cancellation fee.

Subtotal	$
N/A Tax*:	$
Amount Due:	$

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.
Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.
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SIGN ORDER FORM

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

Discount Deadline: February 20, 2014

SIGNS, BANNERS AND ACCESSORIES

Code	Qty.	Description	Discount	Regular	Amount
Standard Foamcore Signs, Single-sided					
70009		Vertical, 22" x 28"	133.90	174.05	
70010		Horz., 22" x 28"	133.90	174.05	
70011		Vertical, 28" x 44"	204.05	265.25	
70012		Horz., 28" x 44"	204.05	265.25	
70025		Meterboard, 39" x 90.75"	412.95	536.85	
Accessories					
70017		Blank Foamcore, 4'x 8'	36.40	47.30	
70021		Velcro, per ft, min. 5 ft.	2.40	3.10	

Code	Qty.	Description	Discount	Regular	Amount
Vinyl Banners with Digital Printing					
70065		grommets, per sq. ft.-Vertical	17.00	22.10	
70071		grommets, per sq. ft. - Horizontal	17.00	22.10	
70066		Pockets, per sq. ft. - Vertical	18.25	23.75	
70072		Pockets, per sq. ft.- Horizontal	18.25	23.75	
Replacement ID Sign - Cardstock					
70004		7" x 44" Horz.	40.05	52.05	

Sign prices are based on customer supplying print-ready graphics in the requested format (see below).

Please complete the following:

Company Name:		**Booth #:**	
Contact Name:		**Phone #:**	
Authorized Signature:			

Subtotal	$
8.000% Tax*:	$
Amount Due:	$

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.
Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.
Graphic files/requests must be received by discount deadline date to qualify for discounted prices.
There are no exchanges or refunds once sign has been ordered and processed.
*** All tax rates are subject to change.**

SIGN SUBMISSION INFORMATION

Please follow these requests, so Shepard can provide the highest of quality signs for your show.

File Submission Media

~ CD-ROM
~ Email attachment (4 mgs or smaller only)
~ FTP (.zip compression), call for FTP information

When sending disks, please label them with the following:
Exhibitor Co. Name, Booth #, Show Name, Show Date

Artwork Dimensions & Color Specifications

~ All artwork submitted should be created at 100% actual size or in 10% reduction increments (please indicate scale used)
~ Specify target colors as PMS C or U, and send us 100% accurate proofs with your disk. (Color variations may occur due to output devices.)

Acceptable Software & Formats

~ Adobe Illustrator (AI/EPS), InDesign, Photoshop & Acrobat
~ Files should be formatted in high-resolution quality, 100-300 dpi
~ Vector-based artwork preferred with fonts converted to outline

Other Graphic Services Available

~ Artwork/graphic design serivces (70067)
~ Logo reproduction (70052)
~ Special artwork mounting (70069)

Please note: If customer-provided graphic files are not to exact specifications/requirements, a design-time surcharge will apply.

Shepard
Logistics Services

Shepard
the YOU! experience

SECO
Caravan Service to
International Vision Expo East
Save Time and Money!

Shepard Logistics Services will transport your material from SECO to showsite of IVEE

Take advantage of the savings and convenience of Shepard Logistics Services by signing up for this caravan service prior to the deadline date of March 7, 2014.

Included in the service will be:

- **Preprinted shipping documents and labels**
- **Priority empty return services at the close of SECO**
- **Exceptional Customer Service and overall value**
- **Conveniently billed directly to your SECO show invoice**
- **Significant volume discounts on shipments of over 3000 pounds using caravan service**

Complete the information below and email to logistics@shepardes.com or fax to: 404.720.8733. Please include your credit card authorization form from the exhibitor service kit.

Company Name _____

SECO Booth # _____

Contact Name _____

Phone _____

Email _____

Number of Pieces _____ Estimated Weight _____

Authorized Signature: _____

Shipping to: (insert your Company Name & Booth # for IVEE)

Exhibiting Name _____ Booth # _____

International Vision Expo East
c/o Freeman
Jacob Javits Center
655 W. 34th St.
New York City, NY 10001

Deadline for advanced orders for this caravan service is March 7, 2014 - Shepard will accept orders at showsite based upon space availability.

Betty Cannon • Logistics Specialist • 888.568.8858 • logistics@ShepardES.com

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318

Shepard Logistics Phone: 888-568-8858
Shepard Logistics Fax: 404-720-8733
Shepard Logistics Email: logistics@shepardes.com
Event Code: G111110314

SHEPARD LOGISTICS SERVICES

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

COMPLETE THIS FORM ONLY IF YOU ARE SHIPPING YOUR EXHIBIT MATERIALS BY SHEPARD LOGISTICS SERVICES

EXHIBIT MATERIALS TRANSPORTATION

INBOUND PICK UP LOCATION INFORMATION

▪ **Payment Authorization form must be on file to pick up as charges will be included on your show services invoice.**

Requested Pick Up Date: _____

Hours of Operation: _____

Company _____

Address _____

_____

_____
(City) (State) (Zip)

SHIP TO

☐ I will be shipping to the **WAREHOUSE**
(Company Name, Booth #)
SECO 2014
c/o Shepard Exposition Services
1531 Carroll Dr, NW
Atlanta, GA 30318

Warehouse Deadline March 5, 2014
Date

☐ I will be shipping to **SHOW SITE**
c/o Shepard Exposition Services
(Company Name, Booth#)
SECO 2014
Georgia World Congress Center
285 Andrew Young International Blvd
Atlanta, GA 30313

Delivery date: March 11, 2014

TYPE OF SERVICE - Choose One

☐ Next Day Air ☐ 2nd Day Air

Service via Air Transportation is charged based on Dimensional weight or Actual weight whichever is greater.

☐ Standard Ground ☐ Other (Truck Load, Specialized)

SHIPPING INFORMATION

Items to be shipped
Number of Pieces **Est. Weight**

____	Crates	
____	Cartons (cardboard)	
____	Cases/Trunks (fiber) (color) _____	
____	Skids/Pallets	
____	Carpet (color) _____	
____	Other _____	
____	Total Pieces **Total Wt.**	

Declared Value $ _____
Available at exhibitors' expense at the rate of $1.00 per $100.00 of value declared. Minimum charge of $10.00.

Size of largest piece: L _____ W _____ H _____
Loading Dock ☐ Yes ☐ No Lift Gate _____
Residential _____ Inside Pick up _____ Inside Delivery _____
Special Instructions: _____

OUTBOUND SHIPPING INFORMATION

☐ I would like to schedule Outbound Transportation. Please provide me with a Material Handling Agreement at show site for my shipping instructions and signature. So we may deliver your Outbound Material Handling Agreement and labels, please complete the following information.

Ship to Address:

_____

_____

_____

Contact Name: _____
Phone: _____
Deliver By Date: _____
Number of labels: _____
Special Instructions: _____

TRANSPORTATION CHARGES

Charges for transportation services provided by Shepard shall be billed to the Credit Card on file.

Type Card ☐ MasterCard ☐ VISA ☐
Credit Card #: _____
Expiration Date: _____ Security Code: _____
Billing Address: _____
City, ST, Zip: _____
Name on Card: _____
Authorized Signature: _____

FAX COMPLETED FORM TO 404-720-8733

A REPRESENTATIVE FROM SHEPARD LOGISTICS WILL CONFIRM RECEIPT OF YOUR EXHIBIT TRANSPORTATION REQUEST.

Please complete the following:

Exhibiting Co. Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Email: _____ **Fax #:** _____
Authorized Signature: _____

Signature indicates you have read and accept the Payment Policy and Terms and Conditions.

SHIPPING LABELS

SECO 2014

ADVANCE SHIPPING ADDRESS LABELS

RUSH

Shepard

ADVANCE WAREHOUSE

TO: _____
(EXHIBITING CO. NAME)

Booth #: _____

c/o Shepard Exposition Services

1531 Carroll Dr, NW

Atlanta, GA 30318

Delivery Hours: M-F, 8-4:30 PM

For: **SECO 2014**

First day freight can arrive w/o a surcharge:
February 13, 2014
Last day freight can arrive w/o a surcharge:
March 5, 2014

RUSH

Shepard

ADVANCE WAREHOUSE

TO: _____
(EXHIBITING CO. NAME)

Booth #: _____

c/o Shepard Exposition Services

1531 Carroll Dr, NW

Atlanta, GA 30318

Delivery Hours: M-F, 8-4:30 PM

For: SECO 2014

First day freight can arrive w/o a surcharge:
February 13, 2014
Last day freight can arrive w/o a surcharge:
March 5, 2014

DIRECT TO SHOW SITE SHIPPING ADDRESS LABELS

RUSH

Shepard

DIRECT TO SHOW

TO: _____
(EXHIBITING CO. NAME)

Booth #: _____

C/O: **SHEPARD EXPOSITION SERVICES**

Georgia World Congress Center

285 Andrew Young International Blvd

Atlanta, GA 30313

For: **SECO 2014**

MUST NOT BE DELIVERED PRIOR TO:

March 11, 2014 @ **8:00 AM**

RUSH

Shepard

DIRECT TO SHOW

TO: _____
(EXHIBITING CO. NAME)

Booth #: _____

C/O: SHEPARD EXPOSITION SERVICES

Georgia World Congress Center

285 Andrew Young International Blvd

Atlanta, GA 30313

For: SECO 2014

MUST NOT BE DELIVERED PRIOR TO:

March 11, 2014 @ 8:00 AM

HANGING SIGN SHIPPING ADDRESS LABELS

HANGING SIGN: If you have a sign or anything (truss, etc.) that has been approved to hang from the ceiling, send it to the advance shipping warehouse address. Hanging items must be identified and readily available since they are installed first, before the show floor becomes encumbered by freight.

RUSH

Shepard **ADVANCE WAREHOUSE**

HANGING SIGN

TO: _____
(EXHIBITING CO. NAME)

Booth #: _____

c/o Shepard Exposition Services
1531 Carroll Dr, NW
Atlanta, GA 30318

Delivery Hours: M-F, 8-4:30 PM

For: **SECO 2014**

First day freight can arrive w/o a surcharge:
February 13, 2014
Last day freight can arrive w/o a surcharge:
March 5, 2014

RUSH

Shepard **ADVANCE WAREHOUSE**

HANGING SIGN

TO: _____
(EXHIBITING CO. NAME)

Booth #: _____

c/o Shepard Exposition Services
1531 Carroll Dr, NW
Atlanta, GA 30318

Delivery Hours: M-F, 8-4:30 PM

For: **SECO 2014**

First day freight can arrive w/o a surcharge:
February 13, 2014
Last day freight can arrive w/o a surcharge:
March 5, 2014

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318
Customer Service Phone: (404) 720-8600
Customer Service Fax: (404) 720-8755
Customer Service Email: atlanta@shepardes.com
Event Code: G111110314

MATERIAL HANDLING AUTHORIZATION

SECO 2014
March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

SHIPMENT INFORMATION

Please complete the following information:

We plan to ship to: □ Advance Warehouse □ Direct to Show Site
We plan to ship on (date): _____
Our materials should arrive on (date): _____
Carrier Name: _____ Pro #: _____
Origin of Shipment (city, state): _____
Please provide a contact name and number for any questions Shepard may have in regards to this shipment:
Name: _____ Phone: _____

Please indicate number of pieces and the estimated weight:

# of Pieces	Description	Weight
	Crates	
	Cartons	
	Cases	
	Carpet	
	Miscellaneous	
	Total Weight	

MATERIAL HANDLING RATES AND ESTIMATE WORKSHEET

SHIP WITH SHEPARD LOGISTICS AND RECEIVE A 10% DISCOUNT ON MATERIAL HANDLING WITH *Signature Series Shipping.*

To set up your ***Signature Series Shipping,*** please call 888-568-8858, or complete the Shepard Logistics Order Form included in this manual. ***Signature Series Shipping*** does not apply to shipments considered small package, local or shipments over 10,000 lbs. Roundtrip SLS shipping is required to qualify for ***Signature Series Shipping*** .

COMPUTATION OF MATERIAL HANDLING SERVICES

The following services, whether used completely, or in part, are offered as a package. When recording weight, round up to the next 100 lbs. For example: 285 lbs. = 300 lbs./100 lbs. = 3 X RATE = $ Amount or minimum charge, whichever is greater.

Standard Material Handling

Direct Shipments to Showsite

Weight	Type	ST/ST	ST/OT	OT/OT	Price	Total
	Crated	40.75	53.00	61.25		
	Uncrated	61.25	79.75	92.00		
	Sp. Handling	53.00	69.00	79.50		

Crated: 35410 - ST/ST 35411 - ST/OT 35412 - OT/OT
Uncrated: 35413 - ST/ST 35414 - ST/OT 35415 - OT/OT
Special Handling: 35416 - ST/ST 35417 - ST/OT 35418 - OT/OT

Advance Shipments to Warehouse

Weight	Type	ST/ST	ST/OT	OT/OT	Price	Total
	Crated	44.25	57.50	66.50		
	Sp. Handling	57.50	74.75	86.25		

Crated: 35419 - ST/ST 35420 - ST/OT 35421 - OT/OT
Special Handling: 35422 - ST/ST 35423 - ST/OT 35424 - OT/OT

Small Packages (FedEx/UPS/DHL under 30 lbs.)

Pieces	Type	ST/ST	ST/OT	OT/OT	Price	Total
	Per Carton	22.25	29.00	33.50		
	Min. per ship.	44.50	57.75	66.75		

Per carton: 35425 - ST/ST 35426 - ST/OT 35427 - OT/OT
Minimum per shipment: 35428 - ST/ST 35429 - ST/OT 35430 - OT/OT

Signature Series Material Handling

Direct Shipments to Showsite

Weight	Type	ST/ST	ST/OT	OT/OT	Price	Total
	Crated	36.75	47.75	55.25		
	Uncrated	55.25	71.75	83.00		
	Sp. Handling	47.75	62.00	71.75		

Crated: 35431 -ST/ST 35432 - ST/OT 35433 - OT/OT
Uncrated: 35434 - ST/ST 35435 - ST/OT 35436 - OT/OT
Special Handling: 35437 - ST/ST 35438 - ST/OT 35439 - OT/OT

Advance Shipments to Warehouse

Weight	Type	ST/ST	ST/OT	OT/OT	Price	Total
	Crated	39.75	51.75	59.75		
	Sp. Handling	51.75	67.25	77.75		

Crated: 35440 - ST/ST 35441 - ST/OT 35442 - OT/OT
Special Handling: 35443 - ST/ST 35444 - ST/OT 35445 - OT/OT

RATES ARE PER 100 LBS. WITH A 200 LB. MINIMUM

Subtotal	$
N/A Tax*:	$
Amount Due:	$

For credit card payments, please complete the payment authorization form. Any additional overtime charges will be invoiced at show site and are subject to change pending move-in/move-out schedule.

We understand that your calculation is only an estimate. Invoicing will be calculated from actual certified weight ticket or reweigh ticket on inbound material handling receiving report. Adjustments will be made accordingly. Any adjustments to charges must be made at show site.

Single pieces weighing more than 5000 pounds CANNOT be accepted at the warehouse. Loose, easily damaged, uncrated, or blanket-wrapped shipments should be shipped directly to the show site.

If you have any questions about material handling, please contact Shepard Customer Service department.

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Shepard Exposition Services is authorized to perform material handling services on behalf of the exhibiting company named above. Signature also indicates you have read and accept the Payment Policy and Terms and Conditions, sign and return to Shepard.

Payment Authorization must be completed and returned with Material Handling Worksheet. Other charges may apply, please review Material Handling Information form included in this manual.

*** All tax rates are subject to change.**

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318

Customer Service Phone: (404) 720-8600
Customer Service Fax: (404) 720-8755
Customer Service Email: atlanta@shepardes.com
Event Code: G111110314

STORAGE AUTHORIZATION FORM

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

STORAGE AUTHORIZATION

Please fill out the information below:

Company Name: _____ Booth #: _____

Contact Name: _____ Phone #: _____

- **For liability reasons, only shipments for which material handling drayage charges have been paid to Shepard will be eligible for Shepard storage services.**
- All packages must be properly packed & labeled. Shepard Exposition Services' limit of liability will be ***$5.00 per pound or $500.00 per package or container***, whichever is less. No uncrated material will be accepted at the warehouse.

SHOWSITE STORAGE

☐ **Secured Storage:** Materials will be placed into secured storage and will be returned to your booth after the close of the show. The materials will be accessible during the show by Shepard personnel only. A minimum one-hour material handling labor charge at show rates will apply each time material is handled to or from storage. There is no charge to return materials to your booth at the close of the show. **Secured storage rates are eighty (80) cents per square foot per day ($20.00 Minimum).**
(35400)

☐ **Accessible Storage:** Materials in accessible storage will be accessible during the show but not necessarily by exhibitors. When Shepard personnel are required to move materials into or out of storage, will be billed at the material handling labor rates each time material is moved. **($100.00 Minimum)**
There will be no charge to return material to the booth at the close of the show. Accessible storage is not considered secure and is stored at the sole risk of the Exhibitor.
(35166)

POST SHOW TRANSPORTATION AND HANDLING

Shepard Exposition Services will store your shipments in our warehouse both before and after your event. Please take note of the important information below.
All shipments selected to be returned to warehouse are subject to applicable transportation and handling fees. Please note that Onsite Material Handling Fees do not include transportation or handling to and from the warehouse.

☐ **Return to Warehouse Service Fee:** At the customer's request, each shipment returned to the Shepard warehouse will incur the following charge: ***$20.00 per cwt. ($400.00 min.)*** *(35005)*

☐ **Storage per Month Service Fee:** Monthly storage is ***$10.00 per cwt per month ($100.00 min)***. Storage fee will automatically be charged for shipments that are returned to Warehouse and stored in excess of three (3) business days.
(Monthly storage is charged the current year.) (35006)

Special instructions or remarks:

Where will your shipments be going AFTER they have been stored?

☐ **Shipped to another destination as arranged via Shepard Logistics Services**

☐ **Transport to another SES show:** _____ **Delivery Date:** _____

☐ **Pick-up arranged with another carrier**

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.
Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.
There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received in writing 48 hours prior to first exhibitor move-in day. Rental items not ordered and found in use in your booth are subject to "Regular" rate billing.
*** All tax rates are subject to change.**

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318
Customer Service Phone: (404) 720-8600
Customer Service Email: atlanta@shepardes.com

MATERIAL HANDLING INFORMATION

SECO 2014

MATERIAL HANDLING INFORMATION & ADDITIONAL CHARGES

SPECIAL HANDLING **Rate as shown on Material Handling Authorization Form**

The standard material handling applies to shipments that cannot be readily handled off or onto a truck using a conventional forklift or pallet jack equipment without rehandling. A special handling charge applies if your shipment requires extra labor for stacking or unstacking containers on a truck (cubic loading), tarping or untarping freight or containers, rigging pieces for loading or unloading on a truck or from the ground, loading or unloading materials in a freight elevator, or other circumstances requiring the rehandling of materials including but not limited to freight on the truck needing to be unloaded in a specific order/orientation or requires freight on the truck to be moved to unload actual delivery.

OVERTIME **Surcharge: 30%** **35301**

Based on show move-in/move-out schedule and/or late driver check-in, an overtime surcharge per occurrence applies to shipments handled at show site during overtime hours. Your advance warehouse shipments may be received during straight time, but due to scheduling conflicts beyond Shepard's control may be moved into the exhibit hall on overtime. Any additional overtime charges will be invoiced at show site and are subject to change pending move-in/move-out schedules. Handling times will be documented on shipping documents. Drivers picking up outbound shipments will be sequenced for loading ONLY after a bill of lading is submitted to the Shepard Service Desk AND the driver has checked in.

WAREHOUSE OVERTIME

Warehouse Material Handling rates may be subject to inbound overtime fees should the move-in schedule dictate overtime is required to deliver all warehouse freight prior to the beginning of exhibitor move-in. This would also be true if freight was received after hours at the warehouse trapping facility.

EARLY/LATE SHIPMENTS TO WAREHOUSE **Surcharge: 25%** **35003**

A surcharge will apply to shipments not arriving within the published dates (refer to Show Information page for dates) for advance warehouse or arriving on show site after show opening.

UNCRATED SHIPMENTS **Rate as shown on Material Handling Authorization Form**

An additional charge of 50% (or as stated on Material Handling Authorization page) of the applicable material handling charge at the time of delivery shall be charged for all loose, uncrated, or unprotected shipments received at the show site docks. The charge is a one-time charge that includes both move-in and move-out of the show, and is based on the weight of the shipment handled.

OFF-TARGET DELIVERIES **Surcharge: 15%** **35004**

For targeted shows (exhibitors who received/requested a Targeted Date/Time), a surcharge will apply if shipment is not delivered (or carrier has not checked in) during assigned target date/time.

MARSHALING YARD **Surcharge: $30 per Shipment** **35250**

Where Shepard Exposition Services as the show contractor must lease space for marshaling yard operations because no space is provided by the facility, Shepard may charge a one time fee per shipment processed inbound and/or outbound through the marshaling yard.

REWEIGH OF SHIPMENTS **Surcharge: $25.00 per forklift load** **35282**

An additional charge per forklift load will be applied to shipments that have to be reweighed at the dock due to the lack of a certified weight ticket, or an incorrect or understated weight on a delivery document.

EMPTY CRATE STORAGE **Surcharge: $10.00 per piece, Minimum $40.00** **35105**

A charge per crate, carton or skid applies when Shepard handles the storage and return of empties from a shipment not received by Shepard and therefore not subject to material handling charges.

SMALL PACKAGE CONSOLIDATION

Cartons weighing 30lbs or less will qualify for the small package rate. Should one delivery contain 15 or more small packages, it can be consolidated and charged as standard material handling for a lower rate. Packages exceeding 30lbs will be billed standard Material Handling fees at the prevailing show rates.

ENVELOPE DELIVERIES **Surcharge: $10.50 per envelope** **35007**

During show hours at the show facility, a charge will apply to receiving and delivering envelope packages to your booth.

MOBILE SPOTTING FEE **Surcharge: $150.00 round trip** **35106**

Vehicles operated by exhibitors may be allowed on the exhibit hall floor for loading or unloading, if Shepard determines such activity to be operationally feasible and safe. All vehicles operated on the exhibit hall floor must be escorted by Shepard personnel. In such cases, a MOBILE SPOTTING FEE will be charged. All local fire marshal rules and regulations apply. Please call customer service for details.

If you have any questions about material handling, please contact Shepard Customer Service department.

MATERIAL HANDLING Q&A

What is material handling (also referred to as drayage)?

Material handling is the process of unloading your freight from your shipping carrier, either at the warehouse or show site, delivering it to your booth, storing your empty containers (empties) if required, returning of your empties at the close of show, and then reloading your freight back onto your shipping carrier.

What is the definition of "freight"?

Any exhibit materials that are shipped or delivered to the advance warehouse or show facility via shipping carrier, POV, or delivery truck.

What is a "certified weight ticket"?

A printed weight ticket from a scale certified or inspected by a government authority such as the Dept. of Agriculture, indicating the date weighed, the weight of the shipment and the vehicle ID of the unit being weighed.

What is the difference between material handling and shipping?

Shipping is the process of carrying your shipment from your location, pick-up area to it's destination and also the process of returning your shipment back to your location after the close of the show. ***Material handling*** begins at the time your shipment arrives to the docks (please refer to "What is material handling?" for the full definition.)

Do I need to order a fork lift to unload or reload my freight?

No, please do not order a forklift for unloading/reloading of your materials.

What does CWT mean?

CWT is an acronym for Century Weight, therefore it means per 100 lbs.

IMPORTANT FACTS ABOUT ADVANCE SHIPMENTS

What are advance shipments?

All shipments that are addressed to the advance warehouse address (please refer to "Advance Warehouse" shipping labels included in this manual).

Shepard will begin accepting your shipments 30 days prior to first show open day (date may vary depending on show schedule).

The warehouse will receive shipments Monday-Friday, 8:00am - 4:00pm, excluding holidays.

Shipments must arrive by advance warehouse deadline date to avoid a late surcharge. (Please refer to the "Show Information" page included with this manual for deadline date.)

Crates, cartons, skids, fibercases, and carpets can be accepted at the warehouse, but DO NOT ship crates weighing over 5,000 lbs., loose/uncrated shipments and/or machinery to warehouse. You must ship those items direct to show site.
All shipments must have a bill of lading or delivery slip indicating number of pieces and weight. **Certified weight tickets required.**

All shipments must be prepaid, no collect on delivery shipments will be accepted.

IMPORTANT FACTS ABOUT DIRECT SHIPMENTS

What are direct shipments?

All shipments that are addressed directly to the exhibit facility (please refer to "Direct to Show" shipping labels included in this manual).

Shipments must arrive during published exhibitor move-in times only. Do not ship direct to show site in advance. If delivery cannot be guaranteed to arrive during exhibitor move-in, shipment must go to advance warehouse.

All shipments must have a bill of lading or delivery slip indicating number of pieces and weight. **Certified weight tickets required.**

Crates weighing over 5,000 lbs. or loose/uncrated shipments must be shipped direct to show site to arrive during exhibitor move-in times.
All shipments must be prepaid, no collect on delivery shipments will be accepted.

MATERIAL HANDLING CHARGES

What determines how much I'm charged?

Charges are based off the weight from your inbound weight ticket included with your shipment.

How do I calculate material handling charges?

Material handling services, whether used completely, or in part, are offered as a package. When recording weight, round up to the next 100 lbs.
EXAMPLE: 285 lbs. = 300 lbs./100 lbs. = 3 X RATE = $ Amount or minimum charge, whichever is greater.

Will there be any additional charges?

Additional charges may apply. Please review the Material Handling Authorization and Material Handling Additional Services forms included in the manual for all applicable fees.

SIGNATURE SERIES SHIPPING

How can I make shipping my show materials easier?

Signature Series Shipping will make it easier with the following benefits:

- Receive a 10% discount off of material handling rates (restrictions apply).
- Worry-free shipping to and from your show.
- Priority Empty Service - priority of empty return at the close of show
- Volume discounted shipping rates
- Charges will be billed to your show invoice-one less invoice/bill to keep track of.
- No driver wait fees.

SMALL PACKAGES

What are small package carrier shipments?

Shipments that arrive via small package carrier such as FedEx Express Service, UPS small package service, DHL small package service, and other carriers in this category and do not have a **certified weight ticket** included with shipment. This applies to packages weighing under 30 lbs.

How do I calculate my small package carrier shipment?

Charges for small package carrier shipments are based on per carton, per delivery.

Example: I'm shipping 3 packages via FedEx, how much will I be charged?

3 x per carton rate = $ amount charged (plus any additional fees that may apply)

Please be advised that your whole shipment may not arrive to its destination at one time. Therefore you may be charged per each delivery, and minimum charges may apply.

LIABILITY INSURANCE

What is and why would I need liability insurance?

Accidents happen, therefore, most show organizers and facilities require liability insurance. Please refer to your booth contract for exact minimums required.

Please make sure your materials are covered from the moment they leave your company location to the time they return after the close of the show.

If applicable, included in your manual is information and an application for liability insurance and booth coverage can also be purchased to protect your valuable exhibit materials.

CRATED~UNCRATED~SPECIAL HANDLING

What are CRATED materials?

Materials delivered that are skidded or in a container that can easily be unloaded/reloaded with no special handling required.

What are UNCRATED materials?

Materials delivered that are loose, pad-wrapped or unskidded without proper lifting bars and/or hooks.

What is SPECIAL HANDLING?

Shipments delivered that require extra labor for stacking or unstacking containers on a truck, tarping or untarping freight or containers, or rigging pieces for loading or unloading on a truck or from the ground, or other circumstances requiring the rehandling of materials. Cannot be completed solely with one forklift and operator.

OUTBOUND SHIPMENTS

You must complete a Shepard Material Handling Agreement (MHA) for all outbound shipments. A MHA will be distributed at show site if all services have been paid in full, or you can request one at the customer service desk.

Upon completion of packing and labeling of your materials, complete the bill of lading with all required information, and return to customer service. If you have questions on how to complete your bill of lading, please ask a Shepard customer service representative located at the customer service desk.

If you are NOT using the designated shipping carrier, you must call your carrier with pick-up information. If your carrier fails to pick up your shipment, Shepard will either reroute your freight through the carrier of our choice or return to the local warehouse (whichever is indicated on your MHA).

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318

Customer Service Phone: (404) 720-8600
Customer Service Fax: (404) 720-8755
Customer Service Email: atlanta@shepardes.com
Event Code: G111110314

MOTORIZED UNIT/VEHICLE SPOTTING FEE

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

Discount Deadline: February 20, 2014

MOTORIZED UNIT/VEHICLE SPOTTING FEE

As the Official General Service Contractor, Shepard Exposition Services is responsible for all motorized units/vehicles entering and exiting hall. Vehicles operated by exhibitors may be allowed on the exhibit hall floor for loading or unloading, if Shepard determines such activity to be operationally feasible and safe. All vehicles on the exhibit hall floor must be escorted by Shepard personnel. The Fire Marshal requires SES to verify that the following safety regulations are adhered to:

Less than 1/4 tank of gas

Battery disconnected

Gas tank taped shut

Qty:	Description	Round Trip Surcharge	Total Amount
	Motorized Unit/Vehicle Spotting (35106)	$150.00	

Subtotal	
8.00% Tax	
Amount Due	

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Shepard Exposition Services is authorized to perform material handling services on behalf of the exhibiting company named above. Signature also indicates you have read and accept the Payment Policy and Terms and Conditions, sign and return to Shepard.

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318

Customer Service Phone: (404) 720-8600
Customer Service Fax: (404) 720-8755
Customer Service Email: atlanta@shepardes.com
Event Code: G111110314

CARTLOAD MATERIAL HANDLING SERVICE

SECO 2014
March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

CARTLOAD SERVICE

Cartload service includes one laborer, one cart, one trip per rate listed below.

Code	# of trips	Item Description	Rate	Amount
ONE-WAY STRAIGHT TIME RATES				
35152		Booth to Dock - ST	40.00	
35151		Dock to Booth - ST	40.00	
ONE- WAY OVERTIME TIME RATES				
35154		Booth to Dock - OT	60.00	
35153		Dock to Booth -OT	60.00	
			Subtotal	$
			N/A Tax:	$
			Amount Due:	$

ST - Straight time: Monday-Friday, 8:00 AM - 5:00 PM
OT - Overtime: Monday-Friday, 5:00 PM - Midnight; Saturday/Sunday, 8:00 AM - 5:00 PM
DT - Doubletime: All other hours and holidays

CARTLOAD SERVICE RESTRICTIONS

Cartload services are provided to those exhibitors arriving in privately-owned vehicles and have small hand-carried items that need to be delivered to and from the dock/booth location.

If you arrive in a truck (such as a U-Haul, Penske, etc.) you will not qualify for this service.

All items must fit on flat bed cart (approximately 3'x4' in size). If items are designated by Shepard personnel to be too large or too heavy, materials will be billed at regular material handling rates.

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Shepard Exposition Services is authorized to perform material handling services on behalf of the exhibiting company named above. Signature also indicates you have read and accept the Payment Policy and Terms and Conditions, sign and return to Shepard.

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318

Customer Service Phone: (404) 720-8600
Customer Service Fax: (404) 720-8755
Customer Service Email: atlanta@shepardes.com
Event Code: G111110314

OUTBOUND BILL OF LADING/SHIPPING LABEL REQUEST

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

PRE-PRINTED OUTBOUND BILL OF LADING AND SHIPPING LABELS

All outbound shipments require a Bill of Lading and shipping labels. Shepard offers complimentary pre-printing of these items. To take advantage of this service, please complete this request and submit by the deadline date above. Your pre-printed BOL and labels will be delivered to your booth prior to the close of the show.
Note: All third parties must pick up BOL/labels at the Shepard Service Desk.

SHIP TO ADDRESS:

COMPANY NAME _____

DELIVERY ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT NAME _____ BOOTH _____

Number of Pieces: _____ **Number of Labels Requested:** _____

☐ Crate ☐ Skid ☐ Cases ☐ Carton

Type of Service:

☐ Ground ☐ Overnight ☐ 2nd Day

CARRIER SELECTION

☐ OFFICIAL SHOW CARRIER: SHEPARD LOGISTICS ☐ OTHER: _____

**If selecting a carrier other than Shepard Logistics, you must schedule the pickup.
** If using FedEx or UPS you must have *and apply* their shipping labels

OUTBOUND SHIPMENT REQUIREMENTS:

1. **Shepard will print and deliver your BOL with Shipping Labels to your booth prior to the close of the show.**
2. **Exhibtors must properly package and label all materials.**
3. **Completed BOL must be turned in to the Shepard Service Desk including piece count and estimated weight.**
4. **Please see the SES service desk if you do not receive a BOL**

TRANSPORTATION CHARGES BILLING ADDRESS: ☐ SAME AS SHIP TO ADDRESS

Company Name _____

Address _____

City _____ State _____ Zip _____

Shipping Options:

Inside Delivery _____ Residential _____ Lift Gate _____ No Loading Docks _____

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318

Customer Service Phone: (404) 720-8600
Customer Service Fax: (404) 720-8755
Customer Service Email: atlanta@shepardes.com
Event Code: G111110314

OVERHEAD RIGGING/HANGING SIGN

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

Discount Deadline: February 20, 2014

RIGGING GUIDELINES

- All ceiling rigging must conform to Show Management rules and regulations and facility limitations.
- All overhead rigging/hanging must be assembled, installed, and removed by Shepard Exposition Services certified riggers. Setup instructions must be included to have your sign/truss assembled. Exhibitor and/or elected Display Company may supervise setup only.
- Overhead hanging signs are to be sent in a separate container directly to the advance warehouse using the Advance Hanging Sign shipping label included in this manual. The container must arrive no later than advance warehouse deadline date. If these procedures are not followed, Shepard Exposition Services cannot guarantee the hanging of your sign and additional fees may apply.
- Electrical signs must be in working order and in accordance with the National Electrical Code. Electrical services must be ordered through the Electrical Service Provider (form included in manual).
- Exhibitors are REQUIRED to include hanging/setup instructions and orientation diagrams in advance. Please submit with form or via email.
- Structures weighing over 200 lbs. per point must have a rigging plot plan approved in advance.

SIGN ASSEMBLY/DISMANTLE LABOR

I will need Shepard Supervised Labor for (please check one):

◯ Installation ◯ Dismantling ◯ Both Install/Dismantle

SIGN ASSEMBLY LABOR

Code	Est Hours	Item	Discount	Regular	Amount
69150		ST	74.69	97.10	$
69151		OT	111.88	145.45	$
69152		DT	149.38	194.20	$

****Supervisory fee is 30% of total cost or $60, whichever is greater.**

I will need Exhibitor Supervised Labor for (please check one):

◯ Installation ◯ Dismantling ◯ Both Install/Dismantle

SIGN DISMANTLE LABOR

Code	Est Hours	Item	Discount	Regular	Amount
69153		ST	74.69	97.10	$
69154		OT	111.88	145.45	$
69155		DT	149.38	194.20	$

Sup install: 68069 Sup dismantle: 68073

ST - Straight time: Monday-Friday, 8:00 AM - 5:00 PM
OT - Overtime: Monday-Friday, 5:00 PM - Midnight; Saturday/Sunday, 8:00 AM - 5:00 PM
DT - Doubletime: All other hours and holidays

Total Estimated Assembly/Dismantle: $
N/A Tax*: $
Estimated Amount Due: $

OVERHEAD RIGGING CREW

RIGGING INSTALLATION

Code	Est Hours	Item	Discount	Regular	Amount
69001		ST	434.50	564.85	$
69002		OT	494.00	642.20	$
69005		DT	554.00	720.20	$

RIGGING REMOVAL

Code	Est Hours	Item	Discount	Regular	Amount
69003		ST	434.50	564.85	$
69004		OT	494.00	642.20	$
69006		DT	554.00	720.20	$

ST - Straight time: Monday-Friday, 8:00 AM - 5:00 PM
OT - Overtime: Monday-Friday, 5:00 PM - Midnight; Saturday/Sunday, 8:00 AM - 5:00 PM
DT - Doubletime: All other hours and holidays

Total Estimated Install/Removal: $
N/A Tax*: $
Estimated Amount Due: $

Rates are per lift and crew (up to 3 riggers) per hour. One hour minimum per lift/crew - lift/crew thereafter is charged in 1/2 increments.
Straight time cannot be guaranteed. Must order by discount deadline date to receive advance pricing.
Other charges may apply for additional supplies required to ensure structural integrity of overhead sign.

REQUESTED DATE, TIME & SUPERVISION

Please indicate below who will be present to supervise sign assembly and installation:

☐ Shepard Supervision ☐ Exhibitor Supervision ☐ Display House (EAC)

If Non-Shepard Supervision is required, please request date and time:

Assembly: Date: _____ Time: _____
Install: Date: _____ Time: _____
Dismantle: Date: _____ Time: _____

Please note: Shepard will commence rigging per requested time. Should hanging sign or supervision not be present at requested time a 1 Hour Crew Minimum charge will be assessed.

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Subtotal: $
N/A Tax*: $
Amount Due: $

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.
Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.
Orders cancelled without written notice 48-hours prior to move-in will be charged a one (1) hour cancellation fee.
*** All tax rates are subject to change.**

Shepard Exposition Services
1531 Carroll Drive NW
Atlanta, GA 30318

Exhibit Solutions Phone: 404-720-8652
Exhibit Solutions Fax: 404-720-8757
Exhibit Solutions Email: ESSRentals@shepardes.com
Event Code: G111110314

OVERHEAD RIGGING EQUIPMENT

SECO 2014

March 13 - 15, 2014
Georgia World Congress Center
Atlanta, Georgia

Discount Deadline: February 20, 2014

RIGGING GUIDELINES

- All ceiling rigging must conform to Show Management rules and regulations and facility limitations.
- All overhead rigging/hanging must be assembled, installed, and removed by Shepard Exposition Services certified riggers. Please complete the Labor Order Form to have your sign/truss assembled. Include set-up instructions for fixtures needing assembly.
- Overhead hanging signs are to be sent in a separate container directly to the advance warehouse using the Advance Hanging Sign shipping label included in this manual. The container must arrive no later than advance warehouse deadline date. If these procedures are not followed, Shepard Exposition Services cannot guarantee the hanging of your sign.
- Electrical signs must be in working order and in accordance with the National Electrical Code. Electrical services must be ordered through the Electrical Service Provider (form included in manual).
- Exhibitors are REQUIRED to include hanging/setup instructions and orientation diagrams in advance. Please submit with form or via email.
- Structures weighing over 200 lbs. per point must have a rigging plot plan approved in advance.

MISCELLANEOUS EQUIPMENT

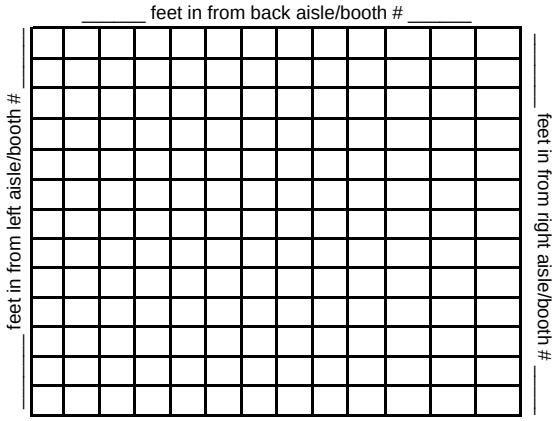
Code	QTY	Item	Discount	Regular	Amount
69017		One Ton Hoist/Chain Motor	425.00	637.50	
69016		Half Ton Hoist/Chain Motor	375.00	562.50	
69101		1/4 Ton Hoist/Chain Motor	225.00	337.50	
69019		Rotating Motor 500 LB Limit	400.00	600.00	
69020		Rotating Motor 200 LB Limit	225.00	337.50	
69021		Rotating Motor 100 LB Limit	200.00	300.00	

Code	QTY	Item	Discount	Regular	Amount
6909415		Silver 12" Box Truss Per FT	20.00	30.00	
6909406		Black 12" Box Truss Per FT	20.00	30.00	
69038		12" Corner Block	75.00	112.50	
69111		12" Hinge Block	100.00	150.00	
70067		Design Fee (Hourly)	125.00	162.50	

Additional Equipment and Supplies may be ordered and will be available onsite to use as needed to ensure structural integrity of the sign.
For further information, to request a design/scaled plot, or to place additional orders please contact Shepard's Exhibit Solutions Sales Department at:
ESSRentals@shepardes.com

PLACEMENT DIAGRAM

Please use the diagram below to illustrate the placement of your hanging sign(s), motors and/or truss.



SIGN DESCRIPTION, SIZE & WEIGHT

For all hanging signs (excluding banners), please provide detailed drawing (blueprint if available) so hanging anchor points can be determined.

Type:	Shape:	Size:	
☐ Cloth	☐ Square	Height:	
☐ Wood	☐ Triangle	Length:	
☐ Metal	☐ Rectangle	Width:	
☐ Truss	☐ Other	Weight:	
☐ Other			

Additional Notes/Description:

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Subtotal:	$
0.000% Tax*:	$
Amount Due:	$

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.
Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.
Orders cancelled without written 48-hour notice will be charged a one (1) hour cancellation fee.
*** All tax rates are subject to change.**

HANGING SIGNS

Attention Getting ● High Visibility ● Great Branding

Easy ● Cost Effective Rental ● Durable Dye Sublimation Graphics

CIRCLE DESIGN			
Code	**Size**	**Discount***	**Regular**
69140	10' x 42"	4125.00	5775.00
69142	16' x 48"	6556.00	9178.40

SQUARE DESIGN			
Code	**Size**	**Discount***	**Regular**
69143	10' x 42"	5016.00	7022.40

TRIANGULAR DESIGN			
Code	**Size**	**Discount***	**Regular**
69144	10' x 42"	4059.00	5682.60

WAVE DESIGN			
Code	**Size**	**Discount***	**Regular**
69145	10' x 42" Single	1787.50	2502.50
69146	10' x 42" Double	2450.00	3430.00

EZ Ordering

All Kits Include:

- Dye sublimation printed fabric pillow case
- Rental frame
- Blockout liner
- Carrying case
- Basic harness
- Delivery to showsite
- Weighs under 75 pounds
- Rigging not included

Call today to order! 404-720-8652

- Additional shapes and sizes available
- Artwork requirements available

Discount deadline: Tuesday, February 11, 2014

Artwork, hanging sign order and payment authorization form must be received by the Discount Deadline to receive discount pricing.

Exhibit Solutions Phone: **404 - 720 - 8652**
Exhibit Solutions Fax: **404 - 720 - 8757**
Customer Service Email: ESSRentals@Shepardes.com
Event Code: G111110314

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Atlanta, Georgia

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Subtotal	$
8.000% Tax*:	$
Amount Due:	$

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must meet discount criteria above to receive discounted pricing. Payment Authorization must be completed and returned with order. Cancellations will only be accepted in writing 7 days prior to move-in if graphics have not been produced. Cancellations will not be accepted once graphic artwork has been submitted and approved for production.

Shepard Glossary

Advanced Freight – Refers to freight that has been sent to Shepard's warehouse prior to the Event move in.
Advance Order – An order for services sent to service contractor prior to installation date.
Aisle Carpet – The carpet that is placed on the Event floor in the aisles to separate the booths.
Back Wall – Refers to the drape used at the rear of a standard booth.
Bill of Lading – A legal document that establishes the terms between the shipper (exhibitor) and transportation company (carrier) for the transport of goods between specified points for a specified charge. A bill of lading is required to be filled out and turned in at the Shepard Service Desk at the close of the show, after the exhibitor is all packed up, in order to Shepard to release the freight to the transportation company (carrier)
Booth Package – This term describes the equipment supplied to exhibitors from show management.
Certified Weight Ticket – Certified weight ticket is a required documented measurement used for shipping exhibit properties. All carriers checking into a Shepard marshaling yard are required to present a certified weight ticket at check in.
Common Carrier – A transportation company moving exhibitor freight, which usually only accepts crated materials that it can consolidate with the properties of other customers into one shipment bound for the same destination. Only Shepard can accept freight from a common carrier.
Corner Booth – An exhibit space with exposure on at least two aisles, usually found at the end of a row of inline booths.
CWT – "Century Weight" or "hundredweight". The total weight of a crate is divided by 100 to obtain billable weight. 51,000 lbs / 100 = 510 cwt
Drayage – The service that includes delivery of materials to an exhibit space, removal of empty crates, storage of crates during the Event, return of crates at the end of the Event, and delivery of materials to the carrier loading area.
DT Labor – Double-time labor, or work performed on double time and charged at twice the published rate.
Empty Sticker – A colored sticker used to mark empty crates and boxes for storage provided in the material handling service. See Service Desk for Empty Stickers.
Exclusive Contractor – One who holds an exclusive contract with a facility or event manager to provide specified services to that facility or Event.
Exhibitor-Approved Contractor (EAC) – Also called an independent contractor, a supplier hired by an exhibitor to perform trade Event services independently of Event management-appointed contractors.
Exhibitor Kit – Also known as a Service Manual, this is package of information that contains all rules, regulations and ordering forms relating to an exhibition, provided to exhibitors by Event management.
Facility Carpeted – Indicates the exhibit hall and/or ballroom in which the Event is taking place is already carpeted.
Floor Order – An order for product or service placed after Advance Deadline therefore not eligible for discounted rates.
Floor Port – A utility box recessed in the floor containing electrical, telephone or plumbing connections.
Freight – Exhibit properties and other materials shipped for an exhibit.
Freight Desk – The area where inbound and outbound exhibit materials are handled at a trade event.
Forklift /Ground Rigging – Handling and assembly of machinery that requires the use of a forklift. This includes positioning and/or re-skidding of exhibitor material, machinery and equipment.
Hard wall – A type of exhibit construction in which walls are made of a solid material, rather than fabric.
I&D – Installation and dismantling of an exhibit by a labor source. Exhibitors may orders this service from the general contractor.
ID Signs – Typically a 7" x 44" cardstock sign that contains exhibitor name and booth number.
In-line – An exhibit that is constructed in a continuous line with other exhibits.
Island Exhibit – An exhibit with aisles on four sides. There is no pipe and drape construction provided to Island booths.
Labor – Contracted workers who perform services. When labor is ordered, hours are based on estimates and will be billed actual time incurred. Requested times are not guaranteed and are based on availability. Minimum of one hour will be charged. Additional time will be billed in increments. Rates are based on when labor was performed: ST, OT, DT.
Logistics – Point to point transportation services for freight by an appointed carrier.
Marshaling Yard – A lot where trucks gather for orderly dispatch to Event site. When Shepard provides a marshaling yard, all carriers must check in, present a weight ticket, and will be guided to the docks to unload when a space is available. The same is true for the out of the show. Applicable fee applies.
Move In – Refers to the date and time that exhibitors gain access to a facility and are able to begin the construction and/or set up of their booth.
Mobile Spotting Fee – The charge for Shepard personnel to safely guide vehicles operated by exhibitors on the exhibit hall floor when approved by show management and if Shepard determines such activity to be operationally feasible and safe. All vehicles operated on the exhibit hall floor must be escorted by Shepard personnel. All local fire marshal rules and regulations apply. Please call customer service for details.
Move-out – The date/time specified by Event management for dismantling exhibits and clearing the exhibition floor. Also referred to as Tear Down.
Padded Van Shipment – Uncrated goods covered with blankets or other protective padding and shipped via van line.
Perimeter Booth – A booth space on an outside wall.
Pipe and Drape – Tubing covered with draped fabric to make up rails and back wall of a trade show.
Porter Service – A service that includes the emptying of wastebaskets within the booth at specific intervals during the show.
Quad Box – Four electrical outlets in one box provided by the electrical contractor.
Registration – This refers to an area that Event management uses to register and check in Event exhibitors, buyers and attendees. This is the place in which show badges can be obtained.
Rigger – A skilled worker responsible for handling and assembly of machinery.
Right-to-Work state – A state where no person can be denied the right to work because of membership or non-membership in a labor union. See the Union Rules and Regulations within your manual for specific guidelines.
Service Desk – The location at which exhibitors order services.
Side Rails – The wall between two booths used to divide exhibits, typically 3' high.
Skirting – Decorative covering around tables and risers. Tables are skirted on 3 sides unless additional skirting is ordered.
Special Handling: An additional charge that applies to exhibits shipments requiring extra labor, equipment, or time for delivery to exhibit space.
ST labor – Straight time labor, or work performed during normal hours at the standard rate.
Targets – Exhibitor move in date/time prior to general move-in available by appointment only.
Visqueen – A clear heavy plastic sheeting that is placed over exhibiting carpeting after it is laid in order to protect it until show opens.

GENERAL OPERATING POLICIES AND PROCEDURES

GEORGIA WORLD CONGRESS CENTER

These General Operating Policies and Procedures with referenced publications have been established to ensure the Georgia World Congress Center, its personnel, licensees and related service industries are working in a safe and orderly environment. These policies and procedures should serve as a guideline governing event and building operations. Any questions, requests for variations or exceptions should be promptly submitted to the Event Services Department and must be approved in writing by GWCC management.

General Operating Procedures

1. Animals and pets are not permitted in the facility except in conjunction with an authorized exhibit, display or performance; or as aids to the disabled.
2. Building signage, graphics, displays, restrooms, elevators, escalators and similar features may not be visibly blocked in any manner, nor may temporary signs or decorations be attached to any building surface.
3. The Center does not provide furniture and equipment for exhibit booth use. All arrangements for exhibit booth and lounge furniture should be made through a service contractor.
4. House lighting, ventilation, heat or air conditioning will be provided as required during open show hours, rehearsals or special conditions. Energy conservation mandates reduced lighting and ventilation during move-in and move-out periods.
5. GWCC provides the following services on an exclusive basis.
   . Electrical services, including power and plumbing.
   . Utility services consisting of water, drain, compressed air, and natural gas
   . Food and Beverage service
   . Telecommunication services
6. A "house electrician or Engineering Technician" must perform all wiring, electrical installations and other exclusive services; however, authorization may be granted for company engineers or technicians to perform special electrical work on their own company exhibit equipment.
   Authorization may also be granted for licensed electricians to perform certain audio/visual installation on theatrical sets.
   Contact GWCC Engineering for further information (404-223-4800).
7. The use of anchors and drilling of exhibit hall floors will only be performed by House Engineers. Please contact GWCC Engineering for further Information (404-223-4800).

Maintenance, Cleaning and Protection of Building Furnishing, Equipment and Finishes:

1. Decorations may not be taped, nailed, tacked or otherwise fastened to ceilings, painted surfaces, columns, or fabric and decorative walls.
2. Helium balloons may not be given out inside the building but may be authorized for permanent attachment for authorized displays – See Event Services Department.
3. **Adhesive-backed decals and stickers may not be distributed anywhere on the premises.**
4. **"Glitter" and confetti may not be used in carpeted areas of the building.**
5. Planters, furniture and other building equipment may not be removed or repositioned. GWCC personnel shall handle any movement of furniture for event purposes.
6. Motorized vehicles, forklifts, gas or electric carts, bicycles, scooters and similar equipment may not be operated on any carpeted areas of the building.
7. Carpet runners; show carpet or other temporary floor coverings over permanent carpet must be approved in advance. Contact Event Services Department for specification of approved tapes to use when installing carpet. Double-faced tape and heat tape are prohibited for direct application to permanent carpet.
8. Tape removal from exhibit hall floor is the responsibility of the licensee and their service contractor(s).
9. Food and beverages are not permitted in any Auditorium of the GWCC.

GENERAL OPERATING POLICIES AND PROCEDURES

Safety

1. Safety of occupants of the Center is of primary concern. Any unsafe condition or activity should be immediately reported to GWCC Security (x4911 on Red House Phone) and supervisory personnel of the responsible party for corrective measures.
2. Hazardous work areas are defined as any area on the premises where exhibits, equipment and freight are being handled, such as loading dock areas; exhibit halls, services corridors, marshaling yards, etc.
   Within these areas and throughout the premises, the following guidelines will be strictly enforced:
   a. Absolutely no drinking of alcoholic beverages.
   b. No horseplay, practical jokes, etc.
   c. Possession or use of an illegal or controlled substance of any kind is prohibited.
   d. No speeding (over 5 mph) or reckless use of vehicles and equipment.
   e. No gasoline, kerosene, diesel fuel or other flammable liquids may be stored, permanently or temporarily, inside the building. No refueling activity of any kind permitted. Refueling must be accomplished a minimum of fifty (50) feet beyond the exterior of the building.

f. Access to fire exit doors and corridors shall be maintained throughout move-in/move-out activities.

g. Utility panels, switchgear, fire hose cabinets, standpipes, fire extinguishers and fire alarms must remain visible and accessible at all times.

h. Oil spills; loose or missing floor box covers or any other visible safety hazard shall immediately be reported to GWCC Security (x4911 on Red House Phone).

i. Work activities in galleria areas on upper levels require additional supervision to ensure safety for attendees to other events.

3. Basic Fire Code Regulations:

a. The NFPA 101 Life Safety Code 2000 Edition has been adopted with specific revisions and interpretations for review of occupancies and events in this facility.

b. All drapes, curtains, table coverings, skirts, carpet or any materials used in exhibits must be flame retardant.

c. Fire hose cabinets, fire extinguishers, sprinklers, fire exit doors, route of egress and any other fire safety device or facility must not be hidden, obstructed or otherwise disturbed.

d. Crates, packing material, wooden boxes and other highly combustible materials may not be stored in exhibit halls, meeting rooms or fire exit areas.

e. Vehicles on display must have all fuel tank openings locked and sealed in an approved manner to prevent the escape of vapors. Fuel tanks shall not contain in excess of one-half their capacity or contain in excess of 10 gallons of fuel, whichever is less. At least one battery cable shall be removed from the batteries used to start the vehicle engine. The disconnected battery cable shall then be taped to avoid potential sparks.

f. The use of pyrotechnics and welding equipment, open flames or smoke emitting material as part of an exhibit or display must be individually reviewed by GWCC Event Services and the Fire Marshall for the State of Georgia. All request must be submitted in writing and include appropriate and required documentation.

4. Special Conditions
   Use of lasers and x-ray equipment, is subject to review and approval by the Georgia Department of Human Resources-Radiological Division. Contact Event Services for specific information on submission requirements for this approval.

5. Passenger elevators and escalators may not be used for freight, including hand trucks, floats and similar equipment.

Food Service

Levy Restaurants is the exclusive caterer for all food and beverage services on the premises. No food or beverage of any kind may be brought or delivered into the building or to the exterior grounds, parking decks, truck docks and drives constituting the "premises". Contact Levy Restaurants (404-223 4500) for food and beverage requests.

PURPOSE

The Georgia World Congress Center (GWCC) and the Georgia Dome (Dome) provide these guidelines to clarify the requirements for multi-story exhibit booths. The Fire Marshal has provided basic guidelines for compliance with Paragraph 9-4.4.3.7 of NFPA 101 Life Safety Code, which governs multi-level exhibit booths. In addition, the GWCC and Georgia Dome have developed additional guidelines appropriate for the safe and orderly operation of these facilities. These guidelines are as follows:

a. Covered or roofed areas should be furnished with acceptable battery-powered smoke detectors that emit alarms audible outside of the enclosed or covered area.
b. The exhibitor will provide for a Fire Watch within the booth space. Personnel providing Fire Watch services must be supplied with a Class 2A10BC Fire Extinguisher in each enclosed area covered by the floor above. Personnel must be trained in the use of extinguishers.
c. Spiral stairways are not recommended for areas occupied by the public, visitors or clientele, unless specifically approved.
d. Exhibit booth plans must be submitted to the Georgia World Congress Center/Georgia Dome Event Services Department for review a minimum of sixty (60) days before move-in. There must be a licensed structural engineer's stamp of certification on all plans.
e. The upper deck of multilevel exhibits greater than 300 square feet in area shall have at least two remote means of egress.
f. Areas within the exhibit booth that are totally enclosed (i.e., walls and roof/ceiling) must be served by an emergency lighting source (i.e., battery-powered) when such areas lead to exit access from the space (e.g., stairs, aisles, corridors, ramps and passageways leading to an exit from the booth space).

PURPOSE

The Georgia World Congress Center (GWCC) and the Georgia Dome (Dome) provide these guidelines to describe requirements for freight handling and event setups in the concourses, meeting rooms and other "finished" areas of the facilities.

PLANNING

A full move-in and move-out plan, including installation and rigging plans, should be submitted to the Event Services Department sixty (60) days prior to the event. An Event Coordinator from the GWCC or Dome will act as liaison between clients, subcontractors and all internal departments. Please contact the Event Services Department to speak with the appropriate Event Coordinator.

PUBLIC AREAS AND MEETING ROOMS

A. Service contractor equipment used in special exhibits, displays, etc., must enter the facility through the loading docks and be transported to the upper levels by freight elevator. A dock marshal and elevator operator may be required; if so, they will be provided at the customer's expense.

B. At the entrances to freight elevators and other entry points and aisles, GWCC or Dome carpeting must be covered by a layer of six (6) millimeter visqueen and then by carpeting supplied by the service contractor. For heavy items and dollies with metal wheels, extra protection like plywood subflooring will be required.

EXHIBITS IN DOME, BALLROOMS, MEETING ROOMS AND LOWER LEVEL CONCOURSES

A. Permanent facility carpet and floors must be protected from damage caused by crates, dollies, hand trucks, equipment, etc., during the event, including move-in and move-out days.

B. Exhibit booths in carpeted areas must also be covered by six (6) millimeter visqueen by the service contractor. The GWCC or Dome must approve this covering, which must remain in place throughout the event, including move-in and move-out days. Booth carpet may be used over visqueen.

C. Crates may not be stored in the upper levels, nor may a contractor establish "bone yards" in the upper levels during event days.

D. Signs and decorations may not be taped, nailed, tacked or otherwise fastened to ceilings, painted surfaces, columns or split-block, fabric or decorative walls.

E. Doors located at freight entrances and exits should be covered with cloth, plywood or similar material in order to safeguard the panic hardware, locking devices and painted surfaces.

F. Passenger elevators and escalators shall not be used for any equipment movement.

UTILITIES

Costs for utility services (e.g., electrical, plumbing and telephone) for commercial exhibits in the Dome's Lower Level Concourse, the Ballrooms and meeting rooms will be the customer's responsibility. These charges will be assessed at prevailing utility rates. Permanent facility utility outlets are not considered part of an exhibitor's booth space. Certain utilities, like plumbing, may be limited in certain areas. The Event Services Department can provide specific availability and requirements.

PURPOSE

The Georgia World Congress Center (GWCC) and the Georgia Dome (Dome) provide these guidelines to describe requirements and approvals for rigging in the facility and installation of signs.

PLANNING

The GWCC and Dome wish to accommodate customers' requests to promote events with interior signs, banners and other forms of promotional advertisement, including exhibitors' requests for signage above booth areas. With the multitude of events scheduled at these facilities, these guidelines have been developed to protect the interests of all users of these facilities and maintain an appropriate building environment. Additionally, these guidelines address safety and maintenance considerations of the buildings. However, rigging is generally prohibited at the Georgia Dome due to the design and nature of this facility, and most equipment must be floor supported.

Generally, these guidelines do not apply to floor installations by individual exhibitors within exhibit booths. These guidelines do apply to any installation connected to the facilities' structural elements (e.g., ceilings, columns, beams, windows) and any proposed installation in the common (public) areas of the facility (e.g., meeting room and entrance concourses, pre-function areas, etc.).

All preliminary requests for installation of show banners, signs and any rigging should be submitted to the Event Services Department approximately six (6) months prior to the event. Final requests are to be included in the Plan of Operation required at least sixty (60) days prior to the event. The plans should include a full description of the proposed installation including proposed location of sign or banner, proposed copy, name of contractor and dates of installation and removal. Large complex signs and banners will also require weights, proposed rigging and anchoring methods and other relevant information for the facility's engineering review. In the GWCC, any signs or structures weighing over 500 pounds may require the additional services of the facility's structural engineer consultant to verify adequacy of connection to the building. In the Dome, all requests for rigging must be submitted to the Event Services Department and will be reviewed by the Dome's structural engineer.

SPECIAL NOTICE REGARDING RIGGING REVIEW AND APPROVAL

The review of all signs, banners and rigging by the GWCC or Dome is restricted to general conformity to these policies, procedures and guidelines. Any review by the facility's structural engineering consultant is restricted to the capability of the structure to accept the loading of the proposed installation. The GWCC, Dome and its structural engineering consultant assume no responsibility nor liability and make no representation regarding the structural adequacy and integrity of the signs, banners, lighting trusses or equipment to be rigged, including the connection devices used to attach the devices to the facility.

SmartSource®
COMPUTER & AUDIO VISUAL RENTALS

OFFICIAL TECHNOLOGY RENTAL ORDER FORM

QTY	LARGE LED & LCD DISPLAYS - Include Desk Stand	PRICE	TOTAL
	80" LED Display (16:9) - Includes Speakers	$2,090.00	
	65" LED or Plasma Display (16:9) - Includes Speakers	$1,670.00	
	55" LED Display (16:9) - Includes Speakers	$1,095.00	
	46" LCD Display (16:9) - Includes Speakers	$780.00	
	40" LCD Display (16:9) - Includes Speakers	$620.00	
	32" LCD Display (16:9) - Includes Speakers	$410.00	
	Wall Mount Bracket for 32-65" Display	$25.00	
	72" Dual Post Stand for 32" and Larger being used with Rental Display	$95.00	
	72" Dual Post Stand for 32" and Larger with client's own display & mount	$180.00	
	Spandex Wrap for Dual Post Floor Stand	$35.00	
	Accessory Shelf for Dual Post Stand to hold VCR, DVD, Laptop etc.	$25.00	

QTY	TOUCH SCREEN LCD DISPLAYS	PRICE	TOTAL
	46" LCD Touch Screen Display	$1,250.00	
	42" LCD Touch Screen Display	$1,040.00	
	32" LCD Touch Screen Display	$655.00	

QTY	TABLE TOP LCD DISPLAYS	PRICE	TOTAL
	24" LCD Display (16:9)	$155.00	
	19" LCD Display (4:3)	$95.00	
	Wall Mount Bracket for 19-24" LCDs	$25.00	
	72" Single Post Stand for 19-24" LCD Monitors being used with SSR Display	$95.00	
	72" Single Post Stand for 19-24" LCD Monitors w/ client's own display & mount	$180.00	

QTY	HP TOUCHSMART All-In-One PC – Win Vista 64Bit Business Edition	PRICE	TOTAL
	Core 2 Duo 2.16Hz, 4GB RAM, 500GB HD, 22" Touchscreen LCD	$340.00	
	QuadCore i7 3.4Ghz 8GB Ram 1TB 23" Touchscreen LCD (Win 7 Pro)	$445.00	

QTY	PC DESKTOPS & LAPTOPS	PRICE	TOTAL
	Desktop -C2D 2.4GHz, 2GB RAM, 160GB HD, DVD-CDRW, NIC, 17" LCD	$190.00	
	Desktop - Quadcore i7 2.93GHz, 8GB RAM, 1TB Hard Drive, 17" LCD	$240.00	
	Laptop - C2D 2.0, 4GB RAM, 120GB Hard Drive, DVD-RW	$190.00	
	Laptop - QuadCore i7 2.2GHz, 8GB RAM, 500GB Hard Drive	$305.00	

QTY	APPLE EQUIPMENT	PRICE	TOTAL
	Apple 20" IMAC Intel Core 2 Duo 2.0GHz 4GB 250GB DVDRW	$340.00	
	Apple 24" IMAC Intel Core 2 Duo 2.4GHz 4GB 250GB DVDRW	$410.00	
	Apple 27" IMAC Intel Core i5 Quad 3.1ghz 8GB 1TB DVDRW	$465.00	
	Apple 15.4" MacBook Pro Core 2 Duo 2.16GHz 2GB 100GB DVDRW	$255.00	
	Apple 15.4" MacBook Pro i7 Quadcore 2.4 GHz 2GB 160GB Super Drive	$305.00	
	Apple 15.4" MacBook Pro QuadCore i7 2.4 GHz 8GB 750GB	$410.00	

	EQUIPMENT SUB TOTAL		

Show Code: SECO0314

IF YOU DO NOT SEE WHAT YOU ARE LOOKING FOR, PLEASE CALL US AT (800) 955-5171

FOR MORE INFORMATION YOU CAN ALSO EMAIL US AT EXHIBITORSALES@SMARTSOURCERENTALS.COM

SmartSource®
COMPUTER & AUDIO VISUAL RENTALS

OFFICIAL TECHNOLOGY RENTAL ORDER FORM

QTY	VIDEO WALLS (Call for rates on other configurations)	PRICE	TOTAL
	2X2 Seamless 42" Plasma Video Wall - Includes Floor Stand or Wall Mounts	$6,560.00	
	2X2 Seamless 46" LCD Video Wall - Includes Floor Stand or Wall Mounts	$7,875.00	
	3X3 Seamless 42" Plasma Video Wall - Includes Floor Stand or Wall Mounts	$14,765.00	
	3X3 Seamless 46" LCD Video Wall - Includes Floor Stand or Wall Mounts	$17,715.00	

QTY	APPLE IPADS	PRICE	TOTAL
	Apple iPad3 WiFi 64GB	$155.00	
	Apple iPad Accessory - Locking Table Top Stand	$35.00	
	Apple iPad Accessory - Kiosk	$235.00	
	Banner for iPad Kiosk	$185.00	
	Backdrop Graphic for iPad Kiosk	$365.00	

QTY	AUDIO VISUAL EQUIPMENT	PRICE	TOTAL
	DVD Player	$85.00	
	Bluray Player	$155.00	
	3000 Lumen Projector	$375.00	
	5000 Lumen Projector	$890.00	
	6' x 6' Tripod Projection Screen	$155.00	
	7.5' x 10' FastFold Screen	$770.00	
	JBL Pro 140 Watt Powered Speaker with Stand	$155.00	
	Booth Sound System Includes: 2 Speakers w/Stands, Mixer & Wireless Mic	$410.00	
	(2) 140 Watt JBL Speakers w/ stands & mixer	$305.00	
	Wireless Mic Kit - (1) Lav, (1) HH, (1) Receiver	$300.00	

QTY	FRIENDLYWAY KIOSKS	PRICE	TOTAL
	Friendlyway 19" Kiosk	$835.00	
	Friendlyway 17" Kiosk	$730.00	

QTY	CHARGING STATIONS	PRICE	TOTAL
	Friendlyway 15" Charging Kiosk	$940.00	
	40" Touchscreen Charging Station	$1,840.00	
	Graphics for Charging Station	$395.00	

QTY	Office Equipment	PRICE	TOTAL
	HP Black & White Laser Printer	$180.00	
	HP Color Laser Printer	$380.00	
	45 PPM Black & White Copier	$860.00	
	30 PPM Color Copier	$970.00	

EQUIPMENT SUB TOTAL		

Show Code: SECO0314

IF YOU DO NOT SEE WHAT YOU ARE LOOKING FOR, PLEASE CALL US AT (800) 955-5171

FOR MORE INFORMATION YOU CAN ALSO EMAIL US AT EXHIBITORSALES@SMARTSOURCERENTALS.COM

UNION & MATERIAL HANDLING FEES: All MATERIAL HANDLING & UNION LABOR costs associated with the delivery, installation and removal of equipment are the customer's responsibility and will be billed directly to the customer. Please ask your sales representative for weights and cost estimations.
SERVICE: All rentals include 24x7 service & support.

DAMAGE WAIVER/LOSS COVERAGE: Unless you have selected the damage waiver and loss coverage under this agreement, you are required to keep our property insured against loss by fire, theft, and other risks included in the standard form of "all risk" insurance naming us as additional insured" and "loss payee." In the event of such a loss, you agree to promptly reimburse us for the replacement cost of such property and claims for all losses and injuries caused by such property. Intentional abuse is excluded from coverage of the damage waiver and loss coverage and a filed police report must be produced for coverage to apply. Unless you have accepted our Damage Waiver Coverage, you will be responsible for the costs resulting from damage to our property including service and repair charges. Damage Waiver Coverage does not extend to misuse or intentional abuse.

DELIVERY/PICKUP: A representative from your organization must be in the booth at the time of delivery and pickup to sign for the equipment. If a repeat delivery is required, an additional charge will apply. Any changes to scheduled delivery time within 7 days of the event will result in an additional charge.

PAYMENT: SmartSource Rentals requires payment in full at the time your order is placed. Payment includes but is not limited to Equipment Rental, Delivery and Tax.

CREDIT CARD: For your convenience, we will use this authorization to charge your credit card for your advance orders and any additional fees incurred as a result of on-site orders by your representatives. These fees include any services provided by SmartSource Rentals or charges we incur on your behalf.

CANCELLATION: Cancellation of rental equipment and services must be made 7 days prior to delivery. No refunds will be made to any order where cancellation is made less than 7 days prior to delivery.

RESPONSIBILITY: Customer is responsible for all loss and damage to equipment. All orders are subject to SmartSource Rentals standard terms and conditions. Prices are subject to change without notice.

EQUIPMENT SUB TOTAL FROM PAGE 1	
☐ **BY CHECKING THIS BOX YOU ARE DECLINING THE 10.5% FEE FOR DAMAGE WAIVER & LOSS COVERAGE.**	
DELIVERY/SET UP & PICK UP 25% OF EQUIPMENT TOTAL (Minimum $125)	
SUB TOTAL	
SALES TAX RATE	**8.00%**
SALES TAX	
TOTAL*	
A 25% SURCHARGE MAY BE APPLIED TO EQUIPMENT RENTED WITHIN 7 DAYS OF SHOW	

PLEASE FILL IN ALL BOXES BELOW – PLEASE PRINT NEATLY OR TYPE

EXHIBITION INFORMATION	**PAYMENT INFORMATION**	
Show Name SECO 2014	**Company Name**	
Exhibiting Company Name	**Billing Address**	
Booth # & Hall/Room Name	**City** **State** **ZIP**	
Show Site Contact	**Credit Card Number**	**Exp. Date**
Show Site Contact Cell Phone #	**Authorized Signature**	**Security Code**
Setup Date & Time (2 hr Window Required)	**Print Name**	
Pick-up Date & Time (2 hr Window Required)	**Email Address**	
Ordered By	**Phone #** **Fax #**	

ORDER COMMENTS / INSTRUCTIONS

SM

FAX ORDER FORM TO: (972) 692-7815

OR EMAIL ORDER FORM TO: EXHIBITORSALES@SMARTSOURCERENTALS.COM

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Atlanta, GA 30313

1.404.223.4660
Fax: 1.404.223.4776
usa1065@fedexkinkos.com

Convention Sales Representative
Anthony "Myles" Davis
1.404.223.4660

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- Desktop publishing and document creation services.
- Finishing services such as binding options and lamination.
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- Scootaround rental
- Retail supplies

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Georgia World Congress Center

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Telecommunications & Network Services Order

Georgia World Congress Center ▪ Georgia Dome ▪ Centennial Olympic Park

285 Andrew Young International Blvd., NW
Atlanta, GA 30313
Phone: 404-222-5500
Fax: 404-222-5514
http://www.ccld.net
info@ccld.net

Event Name: _____ Booth #/Location: _____

Company Name: _____ Event Date(s): _____

Street Address: _____ City: _____ State: _____ Postal Code: _____

Contact Name: _____ Telephone #: _____ Email Address: _____

PAYMENT MUST ACCOMPANY ORDER (Please make checks payable to CCLD. Note: We cannot accept checks from foreign banks nor can we accept cash.)

☐ Check Enclosed ☐ Money Order Enclosed ☐ Visa ☐ Mastercard ☐ American Express

Credit Card Number: _____ Expiration Date: _____

I HAVE READ AND AGREE TO ALL TERMS AND CONDITIONS OF THIS ORDER. PLEASE SEE BACK PAGE FOR COMPLETE TERMS & CONDITIONS.

Signature: _____ Date: _____ Name as it appears on credit card: _____

Incentive Rates Apply to Orders Received (with payment) 21 Calendar Days PRIOR to First Open Show Date.
ORDERS PLACED ON-SITE ARE SUBJECT TO 20% EXPEDITE FEE.

TELECOMMUNICATIONS SERVICES	INCENTIVE RATES	BASE RATES	DEPOSIT	QUANTITY	TOTAL
Switched Telephone Line (Must dial 9 for an outside line)	$ 265	$ 305			
Dedicated Telephone Line (Telco Line, no dial 9)	$ 475	$ 475			
Multi-Line Handset Rental (12-button)	$ 250	$ 300	$ 300		
Voicemail Box	$ 50	$ 65			
Extensions	$ 50	$ 65			
Polycom Conference Phone	$ 250	$ 300	$ 300		
Plain Paper Fax Machine Rental	$ 175	$ 200			
ISDN (CCLD Circuit, Customer Provided ISP)	$ 875	$ 875			
Dry Pair	$ 225	$ 225			
DS3 (Extension of Demarcation Only)	$ 3000	$ 3000			
DS1 (Extension of Demarcation Only)	$ 1800	$ 1800			

Please choose level of phone service below. Note: LOCAL Dialing will be provided unless specified.

☐ LOCAL Dialing: Allows ONLY Local, Credit Card (0+) dialing, and Toll Free Calls (COS 6)

☐ LONG DISTANCE Dialing: Allows Local, Direct Dial Long Distance (1+area code), Credit Card (0+) dialing and Toll Free Calls (COS 1)

☐ INTERNATIONAL Dialing: Includes Standard Dialing options plus International (011+) Dialing (COS 20)

Please total services at the bottom of this order form.

A credit card must be supplied with this order for long distance service to be provided. A $0.75 surcharge per call will be charged on all Toll Free (1-800), Directory Assisted and Credit Card Calls. Long Distance charges will be billed within 30 days of move-out and charged to your credit card.

Incentive Rates Apply to Orders Received (with payment) 21 Calendar Days PRIOR to First Open Show Date.
ORDERS PLACED ON-SITE ARE SUBJECT TO 20% EXPEDITE FEE.

INTERNET & NETWORK SERVICES	INCENTIVE RATES	BASE RATES	DEPOSIT	QUANTITY	TOTAL
High-Speed Internet Connection with 1 IP Address	$ 1195	$ 1445			
Additional Hardwired Device/IP Address	$ 145	$ 190			
16-Port Hub Rental (10/100 Base-T)	$ 150	$ 175			
8-Port Firewall Rental (Includes Configuration)	$ 495	$ 525	$ 300		
25-Foot CAT-5 Patch Cables	$ 65	$ 65			
50-Foot CAT-5 Patch Cables	$ 90	$ 90			
100-Foot CAT-5 Patch Cables	$ 150	$ 150			
Floor Labor Rate, Booth Cabling, etc. (per hour)	$ 65	$ 65			
Network Engineering Rate (per hour)	$ 125	$ 125			

Please note: Each device connected to the CCLD Show Network must have an approved CCLD IP Address. The use of any DHCP, NAT, or PAT technologies must have prior approval of the CCLD Network Services Department. Any unapproved proxy servers, firewalls, wireless access points or routers will be subject to service disconnection. If you have special networking needs, please contact a customer service representative at 404-222-5500.

CCLD will provide 10/100 Base-T switched Ethernet connections with an RJ-45 connector. Any computers to be used on the CCLD Show Network must be equipped with a Network Interface Card (NIC) and the appropriate drivers.

Subtotal (Telecommunications + Internet Services):	
Add 20% Expedite Fee for On-Site Orders:	
8% Sales Tax:	
Total:	

Exhibit Floor Internet Connections originate overhead. Please attach a scaled drawing showing service locations with reference to adjacent aisle numbers or booths. If not received, CCLD will place services in the center of the booth. Requests to change location of services will be subject to a $300.00 Relocation Charge.

TERMS AND CONDITIONS

1. **Lease of Equipment**. CCLD agrees to lease and provide to Customer, and Customer agrees to lease and obtain from CCLD, the equipment and service described herein or on attached supplement(s), for the rental payment set forth herein, or on such attached supplement (plus all sales, use, and all other taxes due to federal, state, or local taxing authorities, if any, on the lease of equipment and provision of service here under). **Payment For Which Must Accompany Service Orders.**
2. **Term.** The equipment and services will be provided during the dates of the relevant show set forth on the CCLD Service Order Form, subject to the other provisions of this agreement. Prices are subject to change without notice.
3. **Use of PBX Switch and Related Services.** Customer's rental of the equipment shall include the usage of (but not physical access to) the common telecommunication equipment (collectively, the "Switch") serving the Customer at the convention facility identified on the CCLD Service Order Form (the "Building").
4. **Local Exchange Telephone Services.** Local exchange telephone services will be provided by the local telephone company's exchange services and facilities.
5. **Long Distance.** Long distance (interchange) services are provided by CCLD under license agreements with center management (1+ dialing) or arrangements directly between Customer and such other parties (0+ dialing). CCLD or other such parties may process billing for such service. Billing or other questions relating to long distance services should be directed initially to CCLD at the number shown on the CCLD Service Order Form. A $0.75 surcharge per call will be charged on all Directory Assistance, Toll Free Numbers and Credit Card Calls.
6. **Request for Service;** Payment.
   (a) Request for special arrangements must be received by CCLD no less than thirty (30) days prior to initial move in date. Custom/ Fiber orders must be received at least 60 days prior to move in date.
   (b) Personal checks will be accepted with Advance Rate requests only.
   (c) There will be $50.00 service charge for all returned checks.
7. **Equipment Management**. Customer will be responsible for returning all telephone sets, hubs, or other equipment and related materials to the CCLD Service Desk within 2 hours of the close of show.
8. **Cancellations**. The equipment and services are being provided by CCLD under a license agreement with the building owner or manager. CCLD may cancel this Agreement and its obligations by notice to customer in the event such license agreement expires or is terminated, in which event CCLD's only obligation shall be to refund any advanced payments made by Customer.
9. **Customer's Duties**.
   (a) Customer will use the equipment in a careful and proper manner. Customer shall not make any alterations, attachments, or additions to the equipment without CCLD's written consent. Only CCLD employees or approved personnel are authorized to modify system wiring.
   (b) Customer shall be liable for any loss or damage to the equipment arising from Customer's negligence, intentional act, unauthorized maintenance other cause within the reasonable control of Customer, its representatives, employees, agents, or invitees. In the event of any loss or damage to the equipment for which Customer is liable, Customer shall reimburse CCLD for the reasonable cost of the repair or replacement. **You will be charged upon non-return of the equipment**. Standard Telephone Sets, $75.00 each; Multi-line Sets, $300.00 each; Speaker Phone Sets, $75.00 each; Fax Machines, $500.00 each; Polycom Sets, $300.00 each; Pagers, $150.00 each; Cellular Phones, $500.00 each; Hubs, $300.00 each. Any additional equipment rented by CCLD will have an agreed upon non-return charge amount at time of rental. All charges are subject to a 8% sales tax.
   (c) The equipment shall remain the sole and exclusive property of CCLD or its assignee, and nothing contained herein shall give or convey to Customer any right, title or interest whatever in the equipment which shall, at all times, be and remain personal property notwithstanding that it may be or become attached to or embedded in the realty. **Customer should pick up equipment and/or instructions at the CCLD Service Desk**.
10. **Events of Customer Default**. Customer shall be in default hereunder if Customer fails to pay when due any rental payment or service charge or any other indebtedness to CCLD, or Customer fails to return equipment to CCLD when required to do so hereunder fails to perform or observe any other obligation or covenant to be performed or observed by Customer hereunder. **No credit will be given for equipment or service cancelled after installation date. Installation date is same as Show Move in date. A $55.00 process charge per service will be applied to any orders cancelled prior to move in date**.
11. **Remedies of CCLD**. At any time after a default by the Customer, CCLD may terminate this Agreement, by notice to Customer, and repossess the equipment, whereupon customers' right to use the equipment shall cease but Customer shall remain liable for all unpaid charges, and CCLD may apply and retain all or such portion of customers deposit as may be necessary to compensate CCLD for any unpaid charges or damages and expenses incurred on account of such default, or CCLD may exercise any other rights accruing to a lessor under any applicable law upon a default by a lessee.
12. **Limitation of Liability**.
   (a) CCLD's obligations under this Agreement are subject to, and CCLD shall not be liable for delays, failure to perform or damage or destruction or malfunction of the equipment or services or any consequence of any of the above, caused, occasioned or due to fire, flood, water, the elements, labor disputes or shortages, utility curtailments, power failure, explosions, civil disturbances, government regulatory requirements, acts of God or public enemy, war, military or government requisition, shortages of equipment or supplies, unavailability of transportation, acts or omissions of anyone other than CCLD, its representatives, agents or employees, or any other cause beyond CCLD's reasonable control.
   (b) In all situations involving performance or non-performance of equipment or related programs of services furnished under this Agreement, the Customer's sole and exclusive remedy and CCLD's sole and exclusive liability will be (i) the adjustment or repair of the equipment or replacement of the its parts by CCLD or at CCLD's option, replacement of the equipment, or correction of programming errors or (ii) if, after reasonable and repeated efforts, CCLD is unable to install the equipment or replacement equipment in good working order, or to restore the same to good working order, or to make programming operate, the Customer shall be entitled to terminate this Agreement and receive a refund equal to the excess (if any) of (1) the total amount theretofore paid by Customer to CCLD for equipment and services under this Agreement, or (2) the reasonable value of Customer's use of the equipment and services.
   (c) In no event shall CCLD be liable to the Customer or to any other party for special collateral, exemplary, indirect, incidental, or consequential damages, whether such damages occur either prior or subsequent to, or are alleged as a result of, fortuitous conduct, failure of the equipment or services of CCLD or breach of any of the provisions of this Agreement, regardless of the form of action, whether in contract or in tort, including strict liability and negligence, even if CCLD has been advised of the possibility of such damages, or for any damages caused by the Customer's failure to perform the Customer's responsibilities. Such excluded damages include, but are not limited to, loss of profits, loss of use or interruption of business, or other consequential of indirect economic loss.
   (d) Customer acknowledges and agrees that neither the owner of the building nor the prime licensee of other party responsible for the event in which the Customer is participating is responsible for the provision of the equipment or the services, and that neither such party shall be liable to Consumer for any failure or defect in such equipment or services.
   (e) Claims will not be considered unless filed in writing with CCLD by Customer prior to the close of the event identified on the order form submitted.
13. **Indemnification**. Customer hereby assumes liability for and agrees to indemnify, protect and hold wholly harmless CCLD and its agents, employees, officers, directors, and any and all successors and assigns, from and against any and all liabilities, obligations, losses, damages, injuries, claims, demands, penalties, actions, costs, and expenses, including reasonable attorney's fees, in contract, in tort or otherwise, which result from and arise out of the negligent or wrongful use of the equipment or the services, or from the acts or omissions of the Customer or its representatives, agents, employees, or invitees.
14. **Assignment**. CCLD shall have the right to assign its interest under the Agreement to any other party subsequently providing equipment and services to the building.
15. **Entire Agreement; Amendment**. This Agreement and any attached supplement(s) constitute the entire agreement between the parties hereto and supercedes all prior oral or written discussions or agreements. This Agreement may be amended only by a written agreement executed between both parties.
16. **Governing Law**. This Agreement shall be construed under the laws of the state in which the building is located.
17. **Cellular Air Time (Usage).** Cellular services are billed by license agreements with CCLD. Billing for such services will be billed separately by CCLD.
18. **Wireless Applications.** Users of wireless hardware (e.g. 802.11) and/or applications must contact CCLD to coordinate frequency usage.
19. **Exclusivity**. CCLD is the exclusive voice/data communications provider for the GWCCA. As such all outside proxy servers, routers, or any machine used to propagate a single I.P. address to multiply devices are forbidden. Each device, which has the ability to see the internet, must have an I.P. address purchased for that device.

IMPRESS IN THE HEART OF **ATLANTA**

GEORGIA WORLD CONGRESS CENTER

BOOTH CATERING MENU

GEORGIA WORLD CONGRESS CENTER

Levy Restaurants

FULL CATERING MENU

BREAKFAST

Made-to-Order Mornings	BR1
Breakfast Sandwiches by the Dozen	BR1
Breaks and Snacks	BR2

LUNCH

Build Your Own Market Fresh Lunch	L1
Lunch Chef's Table	L1

RECEPTIONS

Reception Tables	R1-R2
Dessert	R3

BEVERAGES

Beverages	B1-B4

EXHIBITOR FAVORITES

Exhibitor Favorites	E1
Levy Signature Traffic Promoters	E2
Exhibitor Order Form	E3

YOU'RE INVITED

To take a seat at our family table, where over 30 years of culinary and hospitality experience come together with heart and commitment. We've built our reputation on offering world-class service in showcase locations. From the meeting room to the show floor, your occasion is our passion.

You're invited to enjoy this moment.

LEVY RESTAURANTS WELCOMES YOU TO THE GEORGIA WORLD CONGRESS CENTER!

FREQUENTLY ASKED QUESTIONS

Please take a moment to review our policies and procedures.

CAN I BRING MY OWN FOOD AND BEVERAGE INTO THE GEORGIA WORLD CONGRESS CENTER?

Levy Restaurants is the exclusive provider of all food and beverage for the Georgia World Congress Center. All food and beverage items on-site must be purchased through Levy Restaurants.

HOW DO I PLACE MY ORDER FOR FOOD AND BEVERAGE AND KNOW THAT MY ORDER IS CONFIRMED?

All food and beverage orders may be placed by fax, email, or in person on-site. Your order is confirmed when you receive your Catering Agreement and Banquet Event Orders (BEOs) via email. These documents must be signed and returned to Levy Restaurants with full payment before services are performed. If you do not receive your Catering Agreement or your BEOs within 5 business days of your event, please contact your Catering Sales Manager.

ARE PRICES QUOTED IN US DOLLARS? ARE THERE ANY ADDITIONAL CHARGES/FEES?

Prices quoted are in US Dollars. All services are subject to 21% service charge and 8% sales tax. The service charge is taxable. Prices are subject to change without notice.

WHAT FORMS OF PAYMENT DO YOU ACCEPT?

Levy Restaurants requires 100% payment no later than (14) days prior to the event. For orders placed after that time, payment is due immediately. Company checks and wire transfers are not accepted for orders placed within (14) days of the event. All other orders must be paid by a major credit card (Visa, MasterCard, American Express, Discover, Diners Club). A major credit card must be on file for any orders or replenishments requested during the show.

CAN I INCREASE OR DECREASE MY ORDER ON-SITE?

Increases may be made on-site based on availability of product and additional fees/ upcharges may apply. Unfortunately, decreases are not allowed within 5 business days of the event and we are not able to offer credit for any leftover products.

WHAT IF I HAVE TO CANCEL MY ORDER? WILL I STILL BE CHARGED?

Full cancellation of an order must be made 5 business days prior to the delivery date or full charges will incur. Cancellation of special order items is not permitted once the order has been placed.

AM I ALLOWED TO GIVE OUT SAMPLES OF A FOOD OR BEVERAGE ITEM?

Exhibitors with booths in the trade show exhibit hall may give away sample portions of a product only if they manufacture, produce, or distribute it. All samples must be related to the nature of the show. Written authorization is required from Levy Restaurants and size restrictions apply. Please contact your Catering Sales Manager for more details.

WILL YOU PROVIDE PLATES, CUPS, NAPKINS, ETC.? WHAT ABOUT TABLES, TRASHCANS AND OTHER SET UP NEEDS?

All exhibitor booth services include disposable ware (plates, cups, etc.), napkins and appropriate condiments. All cold beverages include ice. Exhibitors must provide adequate space, all electrical needs, tables, chairs and trash removal for booth services.

WHAT TIME WILL YOU DELIVER MY ITEMS TO ME? DO I HAVE TO BE AT MY BOOTH?

We will drop off your service at your booth at the date and time you request. Please note that you may receive your service up to 30 minutes early based on the current number of delivery requests. A representative of your company must be present to sign for the delivery. If you are not at your booth at your scheduled delivery time, we will leave a note for you to contact us when you are ready.

A $25 re-delivery fee per trip will apply. Please allow up to (2) hours once a call is made for re-delivery of orders.

CAN I SERVE ALCOHOL AT MY BOOTH? DO I NEED A BARTENDER?

Show Management must permit alcohol to be served during your event. Please check your Exhibitor Kit for any restrictions. For all events with alcohol service, a Certified Levy Restaurants Bartender is required. Alcohol cannot be brought into or removed from the Georgia World Congress Center. We reserve the right to refuse service to intoxicated or underage persons. Proper proof of age will be required for service of alcoholic beverages. Minimum charges may apply to your service. A state liquor tax of 3% will be added post-event to any cocktails that are served (does not apply to beer and wine). Please contact your Catering Sales Manager for details.

Thank you and we look forward to your event!

GEORGIA WORLD CONGRESS CENTER

285 Andrew Young International Blvd. NW

Atlanta, GA 30313-1591

404-223-4500

GEORGIA WORLD CONGRESS CENTER

Levy Restaurants

MADE-TO-ORDER MORNINGS

Start your day off right with our traditional continental breakfast and add your favorites for a custom dining experience!

CONTINENTAL BREAKFAST

TRADITIONAL CONTINENTAL BREAKFAST (MINIMUM OF 20 GUESTS)

Orange and cranberry juices, sweet butter and fresh fruit preserves, breakfast breads and muffin tops, an assortment of seasonal fruits and berries, coffee and an assortment of hot teas

14.95 PER PERSON

SCONES

Cranberry-orange, blueberry, spiced apple and vanilla flavored with whipped butter and preserves

48.00 PER DOZEN

MUFFIN TOPS

Fruit, low-fat and whole grain muffin

38.00 PER DOZEN

MINI BREAKFAST PASTRIES

Danish, muffins and croissants with whipped butter and preserves

38.00 PER DOZEN

LEVY BAKERY FRUIT-FILLED GRANOLA BARS

48.00 PER DOZEN

ASSORTED BISCOTTI

38.00 PER DOZEN

INDIVIDUAL LOW-FAT FRUIT YOGURTS

38.00 PER DOZEN

BREAKFAST SANDWICHES BY THE DOZEN

**Choose one type per dozen*

- Bacon with Cheddar cheese and scrambled eggs on a buttery croissant
- Hickory-smoked ham, Swiss cheese and egg on a mini pretzel roll
- Turkey sausage with Cheddar cheese and farm fresh eggs on a warm buttermilk biscuit

108.00 PER DOZEN

All prices are subject to 21% service charge and 8% sales tax.
Service fees and menu prices are subject to change.

BREAKS AND SNACKS

Suggested serving size is 1 pound per 15 guests

TORTILLA CHIPS
Served with salsa cruda and guacamole
50.00 PER POUND

POTATO CHIPS AND GOURMET DIPS
Kettle-style potato chips served with roasted garlic Parmesan, French onion and blue cheese dips
46.00 PER POUND

SNACK MIX
18.00 PER POUND

A SELECTION OF ENERGY BARS
48.00 PER DOZEN

PEANUTS
Dry-roasted or honey-roasted
15.00 PER POUND

DELUXE MIXED NUTS
20.00 PER POUND

MARKET WHOLE FRUIT
The best of the season! Apples, bananas and local seasonal picks
28.00 PER DOZEN

TRAIL MIX (INDIVIDUAL SIZE)
42.00 PER DOZEN

INDIVIDUAL BAGS OF CHIPS AND SNACKS (ASSORTED)
30.00 PER DOZEN

All prices are subject to 21% service charge and 8% sales tax.
Service fees and menu prices are subject to change.

LUNCH

BUILD YOUR OWN MARKET FRESH LUNCH

Let your guests pick their favorites! Select from the following options.
All lunches include PC condiments and disposable ware.
**Minimum of 100.00 or 10 lunches per order required*

SALADS

- Italian Chop Salad 10.00 EACH
- Chinese Chicken Salad 10.00 EACH
- Spinach and Arugula with Roasted Fennel 8.00 EACH

SANDWICHES

- Smoked Turkey on Wheat Bread – bacon, tomato, lettuce and herb aïoli 12.00 EACH
- Roast Sirloin of Beef on Focaccia – tomatoes, sweet onion jam and Boursin cheese 12.00 EACH
- Grilled Chicken on Focaccia – spinach, herb aïoli and Provolone cheese 12.00 EACH
- Ham and Swiss on Pretzel Bread 12.00 EACH
- "ZLT" Flatbread Sandwich – grilled zucchini, tomatoes, jalapeño Jack cheese and sun-dried tomato pesto 10.00 EACH

SIDES

- Pasta Salad
- Kettle-Style Potato Chips
- Pommery Mustard and Bacon Potato Salad
- Southern Coleslaw

ALL SIDES ARE 3.50 EACH

SWEETS

- Fresh Baked Chocolate Chip Cookie
- Fruit Salad
- Whoopie Pie

ALL DESSERTS ARE 3.25 EACH

LUNCH CHEF'S TABLE

Drop-off service – no Chef Attendant. Minimum of 20 guests per selection.
All Chef's Tables include disposable ware. Beverages are not included.

GEORGIA BARBECUE

Chopped barbecue pork with sesame buns, spiced roasted corn, dill pickles, sweet pickles, potato chips and hot sauce
24.00 PER PERSON

ITALIAN PASTA BAR

Spaghetti, fettuccine, ground beef, plum tomato basil sauce and alfredo sauce with Caesar salad, fresh baked garlic bread and butter
24.00 PER PERSON

SOUTHERN DELIGHT

Meatloaf with tomato glaze, Southern-style potato salad, cucumber salad and cornbread with clover honey
24.00 PER PERSON

MEXICAN FIESTA

Chicken quesadillas with salsa and sour cream, Mexican red rice, field greens with honey chipotle dressing and jalapeño Cheddar cornbread with honey butter
24.00 PER PERSON

All prices are subject to 21% service charge and 8% sales tax.
Service fees and menu prices are subject to change.

RECEPTION TABLES

A minimum of 50 pieces is required per selection.

RECEPTION TABLES

FARMER'S MARKET TABLE
Chef's selection of local cheeses with fruit chutneys, local honey, crackers and farmer's market crudités with a variety of dips. Accompanied by fresh baked artisan breads and flavored olive oil
195.00 (SERVES APPROXIMATELY 25 PEOPLE)

FRESH FRUIT
An elaborate display of seasonal local and tropical fresh fruits and berries served with strawberry yogurt dip, mint-lime syrup and brown sugar crème fraîche
187.50 (SERVES APPROXIMATELY 25 PEOPLE)

GARDEN FRESH VEGETABLE BASKET
Chef's colorful selection of the freshest market vegetables served with buttermilk ranch dip, traditional hummus, fresh basil pesto, crackers and breadsticks
325.00 (SERVES APPROXIMATELY 50 PEOPLE)

ANTIPASTI
Imported cured meats, cheeses, local seasonal vegetables, marinated olives and warm spinach and artichoke fondue. Served with a variety of flatbreads, crostini and breadsticks
225.00 (SERVES APPROXIMATELY 25 PEOPLE)

NACHO AND SALSA BAR
Zesty beef chili, spicy queso sauce, crispy corn tortilla chips and our house salsa verde, pico de gallo, salsa rojo and habañero salsa. Served with sour cream, jalapeños and signature hot sauces
175.00 (SERVES APPROXIMATELY 25 PEOPLE)

MEATBALL BAR
A selection of our handcrafted meatballs served with a basket of fresh rolls to soak up the sauce!
- Chicken Meatball – green chile verde sauce
- Thai Pork Meatball – ginger-soy barbecue sauce
- Italian Beef Meatball – marinara sauce

250.00 (SERVES APPROXIMATELY 40 PEOPLE)

MAC-N-CHEESE MADNESS TABLE
Classic comfort food kicked up a notch!

SELECT THREE

- Buffalo Chicken – Jack and blue cheese
- Smoked Pork, Green Chile and Cheddar
- Cheetos-Crusted – Great for kids of all ages!
- Chorizo and Jack Cheese – tortilla crust
- White Cheese Mac – spinach and artichokes
- Smoked Cheddar – barbecue potato chip crust

275.00 (SERVES APPROXIMATELY 40 PEOPLE)

All prices are subject to 21% service charge and 8% sales tax.
Service fees and menu prices are subject to change.

EXTREME LOADED MINI DOGS

A smaller version of our specialty that's perfect for sampling our culinary twist on a ballpark favorite

SELECT THREE

- Deli Dog – sauerkraut and Thousand Island dressing
- Picnic Dog – beans, barbecue sauce and all the fixings
- Thai Dog – daikon radish, cucumber, cilantro, red onion and sweet Thai chili sauce
- Frito Pie Dog – chili, cheese and Fritos
- Kimchi Dog – savory vegetable kimchi
- Mac-n-Cheese Dog – gooey macaroni and cheese topped with Fritos
- Taco Dog – all your favorite taco toppings on a dog
- Buffalo Dog – Buffalo wing sauce and blue cheese slaw

275.00 (SERVES APPROXIMATELY 40 PEOPLE)
MINIMUM OF 50 PIECES PER SELECTION UNLESS OTHERWISE NOTED

RETRO MINIS

Classic favorites!

- Beef Wellington Bites – horseradish cream 4.00 PER PIECE
- Housemade Corned Beef Reuben – Gruyère cheese and Louie dressing 4.00 PER PIECE
- Chicken Cordon Bleu – pit ham and blue cheese sauce 4.00 PER PIECE

Retro Sampler 10.75 INCLUDES ONE OF EACH

SUMPTUOUS SATAYS

- Ginger Chicken – sweet chili sauce 3.75 PER PIECE
- Sizzling Short Rib – Thai peanut sauce 4.00 PER PIECE
- Coconut Curry Chicken – mango chutney 3.75 PER PIECE
- Basil-Garlic Shrimp – chili-lime mint sauce 5.00 PER PIECE

Satay Sampler 15.50 INCLUDES ONE OF EACH

MINI ALL-BEEF BURGERS

- Tavern-Style Classic – American cheese and our secret sauce 5.00 PER PIECE
- Firehouse Burger – bacon and barbecue sauce 5.00 PER PIECE
- Gourmet Burger – truffle aïoli and Gruyère cheese 5.00 PER PIECE

Mini Burger Sampler 14.75 INCLUDES ONE OF EACH (25 PERSON MINIMUM)

GLUTEN-FREE RECEPTION

- Chicken Wing Sampler – garlic Parmesan, classic Buffalo and honey-mustard served with an assortment of dipping sauces
- Philly Cheesesteak Nachos – shaved ribeye with onions and bell peppers, Monterey Jack sauce and corn tortilla chips with giardiniera
- BLT Martini – crisp romaine, tomato, shredded Cheddar, bacon and buttermilk ranch dressing in a martini glass
- Fresh Vegetable Crudités – ranch and chili-lime crema dips

25.95 PER PERSON (25 PERSON MINIMUM)

All prices are subject to 21% service charge and 8% sales tax.
Service fees and menu prices are subject to change.

DESSERT

GOURMET BROWNIES
Iced espresso, chocolate chunk, turtle and fudge
48.00 PER DOZEN

BAKED COOKIES
Chocolate chunk, oatmeal raisin and peanut butter
34.00 PER DOZEN

COOKIE AND BROWNIE SAMPLER
Chocolate chunk, peanut butter and oatmeal cookies with triple chocolate fudge brownies
40.00 PER DOZEN

GOURMET DESSERT BARS
Raspberry, blueberry, lemon and nut-filled bars
48.00 PER DOZEN

CHOCOLATE COVERED STRAWBERRIES
60.00 PER DOZEN

RICE KRISPY TREATS
Classic, chocolate and peanut butter
30.00 PER DOZEN

THE CUPCAKE BAR
A variety of flavors including lemon meringue, red velvet, chocolate peanut butter cup, jelly roll, double chocolate and vanilla bean served with ice-cold milk 48.00 PER DOZEN

TRADITIONAL SHEET CAKE WITH CUSTOM LOGO
100.00 PER HALF SHEET (serves 40-45 guests)
200.00 PER WHOLE SHEET (serves 75-90 guests)

All prices are subject to 21% service charge and 8% sales tax.
Service fees and menu prices are subject to change.

BEVERAGES

Suggested serving size is 1 gallon per 12-15 guests

COFFEE AND TEA
Fresh brewed coffee and an assortment of hot and flavored teas
49.00 PER GALLON, PER SELECTION

FRESH BREWED ICED TEA BAR
Assorted green and fruit flavored teas served with fresh cut lemons and simple syrup
49.00 PER GALLON, PER SELECTION

FRESH LEMONADE BAR
Fresh lemonade blended with your favorite flavors of strawberry, watermelon and lemon-basil
49.00 PER GALLON, PER SELECTION

HOT CHOCOLATE
A candy bar in a cup! Delicious warm chocolate with fresh whipped cream, chocolate sprinkles, delightful mini marshmallows, flavored syrups and all the fixings!
45.00 PER GALLON

WATER COOLER RENTAL*
Includes water cooler, one 5 gallon water jug and paper cups
200.00 PER SHOW

Exhibitor is responsible for power for cooler
**Power Requirements: 110V/20amps*

SPRING WATER JUG (5 GALLONS)
Includes paper cups
25.00 EACH

CUBED ICE
20 pound bag
20.00 EACH

ASSORTED SOFT DRINKS (12 OZ.)
Coke, Diet Coke, Sprite
84.00 PER CASE (24 PER CASE)

DASANI BOTTLED WATER (10 OZ.)
84.00 PER CASE (24 PER CASE)

MINUTE MAID ASSORTED JUICES (10 OZ.)
Apple, Orange and Cranberry
42.00 PER DOZEN

PERRIER SPARKLING WATER (12 OZ.)
96.00 PER CASE (24 PER CASE)

ACQUA PANNA SPARKLING WATER (1 LITER)
120.00 PER CASE (12 PER CASE)

ENERGY DRINKS
Powerade, Red Bull
132.00 PER CASE, PER SELECTION (24 PER CASE)

All prices are subject to 21% service charge and 8% sales tax.
Service fees and menu prices are subject to change.

BAR AND ALCOHOL SERVICES

Bar service includes portable bar, disposable cups, napkins, garnishes and ice.

BAR SELECTIONS

HOSTED DELUXE BAR

COCKTAILS

Featuring Ketel One, Bombay Sapphire, Johnnie Walker Black, Maker's Mark, Bacardi 8, Crown Royal, Sauza Hornitos Reposado, Remy Martin VS, Martini & Rossi Dry and Sweet Vermouth 7.50 PER DRINK

WINE BY THE GLASS

- Sonoma-Cutrer Chardonnay 7.00 PER DRINK
- Geyser Peak Cabernet Sauvignon 7.00 PER DRINK
- Red Rock Merlot 7.00 PER DRINK
- Beringer White Zinfandel 7.00 PER DRINK

SPARKLING

Woodbridge Brut 7.00 PER DRINK

BEER

Imported Beer 6.50 EACH
Domestic Beer 5.50 EACH

NON-ALCOHOLIC

Bottled Water 3.50 EACH
Soft Drinks 3.50 EACH
Juices 3.50 EACH

HOSTED PREMIUM BAR

COCKTAILS

Featuring Smirnoff, Beefeater, Dewar's, Jim Beam, Bacardi Silver, Canadian Club, Jose Cuervo Gold, Christian Bros. Brandy, Martini & Rossi Dry and Sweet Vermouth 6.50 PER DRINK

WINE BY THE GLASS

Featuring Woodbridge by Robert Mondavi Chardonnay, Cabernet Sauvignon, Merlot and White Zinfandel 6.50 PER DRINK

SPARKLING

Woodbridge Brut 7.00 PER DRINK

BEER

Imported Beer 6.50 EACH
Domestic Beer 5.50 EACH

NON-ALCOHOLIC

Bottled Water 3.50 EACH
Soft Drinks 3.50 EACH
Juices 3.50 EACH

A 750.00 minimum per bar is required. There is an additional charge of 200.00 per bartender for four hours of service. (60.00 per hour per bartender after 4 hours)

All prices are subject to 21% service charge and 8% sales tax.
Service fees and menu prices are subject to change.

SPECIALTY BARS AND BEVERAGES

Add one of these beverages to your existing bar or make it the main event!

MARTINI BAR
The new spin on a classic!
Icy cold Ketel One Vodka or Bombay Sapphire, served with a bevy of garnish. Also available are the Ultimate Cosmopolitan, Apple Martini and the Lemon Drop 12.00 EACH

BLOODY MARY BAR
A fabulous starting point!
Classic Smirnoff or Ketel One Vodka, zesty bloody mary mix and a smorgasbord of garnishes including celery, pepperoncini, cheeses, sausage and a variety of special sauces 10.00 EACH

MOJITO BAR
The rising star of the cocktail world!
Aromatic Bacardi Rum, fresh mint, zesty lime and cane sugar blended to Caribbean delight! 14.00 EACH

JALAPEÑO MARGARITA
The kick of a margarita with the zip of jalapeño. Go way south of the border
11.00 EACH

FRENCH HEAVEN
Blissful blends of Grey Goose Pear Vodka, St. Germain Liqueur and a hint of lemon sour. Oui! 12.00 EACH

VODKA LEMONADE WITH A TWIST
A blast of summer
Crisp Smirnoff Vodka, refreshing lemonade and Chambord 12.00 EACH

BUBBLES AND BERRIES
A salute to a great glass
Riesling-marinated raspberries, blueberries and blackberries with a special lift of Champagne 13.00 EACH

SANGRIA
Red wine, brandy and sweet vermouth with fresh citrus fruit, berries, juice and soda 12.00 EACH

CRAFT AND MICROBREW BEERS
- Blue Moon Belgian-Style Wheat Ale
- Sweetwater
- Leinenkugel Summer Shandy (Available seasonally)

6.50 EACH

All prices are subject to 21% service charge and 8% sales tax.
Service fees and menu prices are subject to change.

À LA CARTE

All beverages include cups, ice, napkins, and wine opener (if applicable).

DOMESTIC BEER
Budweiser, Miller, Coors
132.00 PER CASE

IMPORTED BEER
Heineken, Corona
156.00 PER CASE

HOUSE WINE
Woodbridge by Robert Mondavi Chardonnay, Cabernet Sauvignon,
Merlot and White Zinfandel
39.00 PER BOTTLE

BUBBLY
Perrier-Jouët Fleur de Champagne, Epernay, France 525.00
Mumm Napa 'Brut Prestige,' Napa 55.00
Korbel Brut, California 39.00
Zonin Prosecco, Italy 32.00

Alcohol is not permitted at all shows or may only be permitted during certain hours - please refer to your show's Exhibitor Kit for any restrictions before placing your order.

All prices are subject to 21% service charge and 8% sales tax.
Service fees and menu prices are subject to change.

EXHIBITOR FAVORITES

POPCORN MACHINE RENTAL*

Bring the smell of fresh popcorn to your booth!
250 (8 oz) cups of popcorn, assorted seasoning salt, scoop, napkins and popcorn containers
600.00 PER DAY

Popcorn attendant available for 200.00 (up to 4 hours, 60.00 per hour after 4 hours)
**Power Requirements: 110V/20amps - Provided by client*
Additional boxes of popcorn available for 250.00 each (250 units)

DELUXE ESPRESSO AND CAPPUCCINO CART*

Nostalgic copper and brass machine on an umbrella cart displayed in your booth.
Tabletop version of machine also available. Includes Attendant to serve your guests
300 (8 oz) cups of beverage 1,400.00 PER DAY

Additional cups of beverage available for 3.00 per cup
**Power Requirements: 208V/20amps – Provided by client*

DELUXE ESPRESSO AND CAPPUCCINO CART ENHANCEMENTS

Upgrade your entire service with one of the enhancements below!
(Enhancements must be applied to all cups per day)

UPGRADE TO STARBUCKS COFFEE

ADD 200.00 PER DAY TO BASE PRICE

ADDITIONAL CUPS OF STARBUCKS COFFEE

3.25 PER CUP

ADD FLAVOR SYRUP FOR YOUR ENTIRE EVENT (VANILLA, HAZELNUT OR CARAMEL)

ADD .25 PER CUP OF BEVERAGE

ADD MOCHA LATTES FOR YOUR ENTIRE EVENT

ADD .25 PER CUP OF BEVERAGE

SMOOTHIE CART*

Fresh made-to-order smoothie treat! Includes Attendant to serve your guests
300 (8 oz) cups
Client may choose two flavors per day (Choice of: strawberry, strawberry-banana, mango and peach)
1,300.00 PER DAY

**Power Requirements: 110V/20amps – Provided by client*

ICE CREAM FREEZER AND NOVELTIES*

Indulge in delicious frozen treats any time of day! Includes freezer rental and 120 ice cream novelties (a variety of fruit bars, frozen yogurt bars and ice cream sandwiches) 400.00 PER DAY

**Power Requirements: 110volt/20amps – Provided by client*

Additional ice cream novelties available for 36.00 per dozen (minimum 3 dozen)
Assorted Gourmet Ice Cream Bars to include Häagen-Dazs or Dove Bars 48.00 per dozen (minimum 3 dozen)

(Novelties and Gourmet Ice Cream bars must be ordered as part of above package)

FRESH SQUEEZED LEMONADE*

Price includes napkins and 250 (6 oz) cups
850.00 PER DAY (INCLUDES ATTENDANT)

Additional cups available for 3.25 each
**Power Requirements: (1) 110volt/20amps – Provided by client*

All prices are subject to 21% service charge and 8% sales tax.
Service fees and menu prices are subject to change.

LEVY SIGNATURE TRAFFIC PROMOTERS

Levy Signature Traffic Promoters are prepared fresh in your booth and include one (1) Chef at no additional charge. All packages are based on two (2) hours of service.

CAMPFIRE S'MORES PACKAGE

On-stage roasted marshmallow sandwich with milk chocolate and graham crackers
300.00 (INCLUDES 50 SERVINGS)

FRESH BAKED COOKIES PACKAGE*

Baked on-stage from our signature and proprietary oven, served warm.
Choice of: chocolate chip, oatmeal, peanut butter or snickerdoodle
850.00 (INCLUDES 240 2 OZ. COOKIES)

**Power Requirements: (1) 110volt/20amps*

GOURMET DONUTS AND KEURIG COFFEE*

Eight dozen full-sized hand-dipped donuts to include apple cider, spiced fruit, lemon chiffon and strawberry shortcake.
Paired with 96 assorted cups of regular, decaf, and flavored Keurig K-cups
475.00

**Power Requirements: (1) 110volt/20amps – Provided by client*

All prices are subject to 21% service charge and 8% sales tax.
Service fees and menu prices are subject to change.

Levy Restaurants

EXHIBITOR SERVICES ORDER FORM AND SERVICE AGREEMENT

COMPANY (INCLUDE BOOTH NAME IF DIFFERENT)	MAIN CONTACT	
BILLING ADDRESS		
CITY	STATE, COUNTRY	ZIP CODE
PHONE NUMBER	FAX NUMBER	E-MAIL
EVENT/TRADESHOW	ROOM/BOOTH NUMBER	FACILITY/HALL
ON SITE AUTHORIZED CONTACT/CONTACT NUMBER	# OF EXPECTED GUESTS	

DAY/ DATE	REQUESTED DELIVERY TIME/END TIME (Contact must be present)	ITEM DESCRIPTION	QUANTITY	PRICE

(Please use additional sheet if needed)

INSTRUCTIONS:

1. PLEASE contact our office if you do not receive your catering agreement, banquet orders, and balance due within 14 days of placing your order; receipt of these forms CONFIRMS your order has been placed.
2. Full payment must be received 14 business days prior to the start of services (checks and/or wire transfers must be received 14 days prior); all replenishment orders during the show must be guaranteed by credit card; any balance of charges due will be billed to this credit card.
3. Additions/Increases for the next day must be requested by 3 pm the previous day. Cancellations require a 5 business day notice or full charges will be incurred; special order items may be reduced; however you will still incur all charges.
4. Actual service delivery time may range from one hour prior to thirty minutes after your requested delivery time.
5. 21% Service Charge, 8% Sales Tax, and 3% City Liquor Tax (where applicable) will be added to total.
6. If food/beverage order is less than $50.00 per delivery, a $50.00 delivery fee will be charged.
7. If purchasing alcoholic beverages, the undersigned agrees to comply with all applicable laws regarding the use, sale, serving or other disposition of such alcoholic beverages. Accordingly, the undersigned agrees to indemnify and forever hold harmless Levy Restaurants and the GWCCA from all liabilities, damages, losses, costs or expenses resulting directly or indirectly from the undersigned use, sale, serving or other disposition of such alcoholic beverages.

Please let this letter serve as my formal written authorization and approval for you to charge the below described credit card for any and all charges and costs related to food services at the Georgia World Congress Center. This letter shall constitute my express written permission for you to charge, to the extent not previously paid for, the credit card for the initial deposit, the balance due before the event and any additional charges incurred during the event.

CREDIT CARD INFORMATION

Card Type: ❑ Visa ❑ MC ❑ Amex ❑ Discover

Other Payment Options: ❑ Check ❑ Wire Transfer *(must be received 10 business days before first show day)*

Name as appears on card: _____

Credit card number: _____ Expiration date: _____ Security Code: _____

Signature of cardholder: _____

MAIL, FAX, OR SCAN TO: **LEVY RESTAURANTS** 285 Andrew Young International Blvd., NW, Atlanta, GA 30313-1591
Ph: 404-223-4500 Fax: 404-2234511 E-mail: food services@levyrestaurants.gwcc.com

Lead Retrieval

QMS Services, Inc. is proud to be the official registration and lead retrieval contractor for 2014 SECO International. See you in Atlanta, GA!

As an exhibitor this year you have the opportunity to utilize technology that captures leads easily and automatically, allowing more valuable time to spend with your potential customers.

If you have not yet ordered your lead retrieval system, we want to remind you that there will be a limited supply on site. To guarantee your rental, save time and sign up now!

The Infocard Plus® Wireless lead retrieval system will provide exhibitors with the following:

- Convenience and portability of a small, hand-held unit
- Picture and voice capabilities
- Up to 10 programmable customizable qualifiers
- Speed of laser scanning and an easy-to-use touch screen
- Instant access to leads via SD memory card
- Ability to generate an entry without a badge present
- Battery powered – does not require electricity

$290/unit on or before 2/12/14
$320/unit after 2/12/14 and on site

The Infocard Plus® lead retrieval system will provide exhibitors with the following:

- Compact – uses less than a square foot of space
- Up to 10 programmable customizable qualifiers
- Speed of laser scanning – it takes seconds to store and print a lead
- Instant access to leads by way of USB memory stick
- Ability to store up to 3,000 leads with continuous updates to USB drive
- Built-in automatic printer capabilities for data redundancy

$290/unit on or before 2/12/14
$320/unit after 2/12/14 and on site

The iLeads application features the following:

- Ability to capture, qualify and manage trade show leads anywhere
- Includes 7 standard follow up action codes and 4 standard survey qualifiers
- Unlimited number of customized follow-up and survey questions and answers
- Attach a photo and note to leads
- Ability to search leads by name or badge number
- Leads posted online for easy retrieval and post show management

$290/lease on or before 2/12/14
$320/lease after 2/12/14 and on site

*** The iLeads application is available to exhibitors who wish to use any iPhone®, iPad®, or iPod Touch® device to obtain leads rather than, or in addition to, renting a lead retrieval device ***

Orders are accepted via mail, phone, fax, or online!

http://www.prereg.net/2014/seco/leadretrieval

Please direct all questions to:
QMS Services, Inc.
6840 Meadowridge Court Alpharetta, GA 30005
Phone - 678-341-3000 Fax - 678-341-3099

QMS Services, Inc. Lead Retrieval Rental Order Form:

Show Name: 2014 Seco International **Booth Number**: _____
Your Name: _____ **Title:** _____
Exhibiting Company: _____
Street Address: _____
City: _____ **State:** _____ **Zip Code:** _____
Telephone: _____ **Fax:** _____
E-mail: _____

PRICING:	**PRIOR TO OR ON 2/12/2014**	**AFTER 2/12/2014 AND ONSITE**
Wireless Infocard Plus® System with optional blue tooth printer	$290.00	$320.00
Wireless Blue Tooth Printer (for use with Wireless Infocard Plus® System only)	$50.00	$50.00
Infocard Plus® System with built in printer	$290.00	$320.00
iLeads License(s) used with iLeads application	$290.00	$320.00
Developer's Kit (sample badges, order and name of fields with delimiter used)	$290.00	$290.00

PLACE YOUR ORDER: (corresponding prices are listed above)

Wireless Infocard Plus® System: (with optional blue tooth printer)

PLEASE RESERVE _____ WIRELESS INFOCARD PLUS® SYSTEM(S) WITH OPTIONAL PRINTER
PLEASE RESERVE _____ WIRELESS BLUETOOTH PRINTER (additional fee applies)

Infocard Plus® System: (with built in printer)

PLEASE RESERVE _____ INFOCARD PLUS® SYSTEM(S)

***The Infocard Plus® system is an electronic device. A standard 120V, 3 prong electrical outlet MUST be available in your booth unless a wireless system is leased in which case electricity is not needed.**
NO ELECTRICAL SERVICE IS PROVIDED AS A PART OF THIS ORDER

---

iLeads License (used with iLeads application):

PLEASE RESERVE _____ ILEADS LICENSE(S)

*** The iLeads application is available to exhibitors who wish to use any iPhone®, iPad®, or iPod Touch® device to obtain leads rather than, or in addition to, renting a lead retrieval device ***

Developer's Kit: (sample badges, order and name of fields in bar code with delimiter used)

PLEASE RESERVE _____ DEVELOPER'S KIT(S)

ORDER TOTAL: _____
(ALL COMPANIES PLEASE ADD 7% SALES TAX)

***CONTINUE TO THE NEXT PAGE TO FILL OUT PAYMENT INFORMATION**

CUSTOM LEAD QUALIFIERS: (not applicable with iLeads licenses)

Custom Lead Qualifiers are used to further qualify your sales leads. They do not function as an open-ended question, rather an available choice you can check off or leave blank. You may only list up to ten qualifiers. Please limit your responses to 25 characters.

1. _____ 6. _____
2. _____ 7. _____
3. _____ 8. _____
4. _____ 9. _____
5. _____ 10. _____

IMPORTANT:

- All Infocard Plus® systems MUST be ordered at least ten (10) days prior to the event to ensure availability. Any orders received less than ten (10) days prior to the event MAY be refused and you will have to order onsite. If orders are not placed in advance, there is no guarantee that one will be available.
- All cancellations must be received by fax or mail no later than five (5) days prior to show to receive a full refund. Any cancellations received after this time will not be refunded.
- Custom lead qualifiers may not be available for systems rented onsite. Changes to your custom lead qualifiers must be requested, in writing at least fifteen (15) days prior to the beginning of the show.
- Rentals are NOT delivered to the exhibiting company's booth. Rentals must be picked up at the lead retrieval service desk onsite from a QMS manager in order to receive proper operating instructions. Conversely, all equipment must be returned to the service desk within 45 minutes after the close of the show or a $100 late fee will be applied.

PAYMENT INFORMATION & DICLAIMER:

I understand that I am purchasing a license to rent the equipment ordered for the duration of the show only and that no equity or ownership in the equipment is imparted by this rental agreement. I further understand that I am responsible for the proper use and safeguarding of the equipment while it is in my possession; that I will be liable for any loss or damage to the equipment, normal wear and tear excepted **and a credit card security deposit is required onsite**. Units come with one roll of lead paper and a memory card (wireless printer for wireless lead device is additional fee). Additional paper rolls may be purchased onsite at a cost of $10 each.

METHOD OF PAYMENT:

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ CHECK (CK #) _____

Card Number: _____ Exp. Date: _____

***ONLY Credit card orders may be faxed to (678) 341-3099**

Signature: _____ Date: _____

QMS Services, Inc.
Infocard Plus Center
6840 Meadowridge Court
Alpharetta, Georgia 30005
(678) 341-3000 - (800) 824-2389
Fax: (678) 341-3099
Fed. Employ. ID # 20-0499150

JOHN BUTTINE INC.
INSURANCE

SECO 2014
Georgia World Congress Center
March 12-16, 2014

EXHIBITOR INSURANCE PROGRAM

EXHIBITOR GENERAL LIABILITY INSURANCE (REQUIRED)

SECO International, LLC requires that all exhibitors carry Commercial General Liability insurance with limits of at least $1,000,000 per occurrence, $2,000,000 aggregate. SECO International, LLC and the Georgia World Congress Center shall be named as Additional Insured. This insurance must be in force during the lease dates of the event, March 11-16, 2014.

Our insurance:

- Protects exhibitors who do not have Commercial General Liability Insurance or who do not want to use their own insurance
- Protects foreign exhibitors whose insurance will not pay claims brought in U.S. courts
- Cost is $125 per exhibiting company - regardless of booth size
- We also offer 6 month and 12 month coverage for exhibitors attending multiple shows

ShowDown® EXHIBITOR EVENT CANCELLATION INSURANCE

This is an optional program that John Buttine Inc offers to exhibitors. This program covers your expenses to attend a show (airfare, hotel rooms, etc).

This insurance:

- Protects against loss of incurred expenses in the event of an Event's cancellation, relocation, postponement, or curtailment
- Covers the extra cost to get key staff or equipment to the show site in event of weather-related travel delays, sickness, death of immediate family and even jury duty
- Pays for loss related to damage of booth equipment and show-related products and displays
- Policy includes loss due to power outage at exhibition site

There are three limit options: $10,000, $25,000, and $50,000 and the cost ranges from $250 to $750 per event.

IT'S EASY TO APPLY…

- Go to http://www.buttine.com/eventExhibitor.html and complete our online applications
- We accept Visa or MasterCard
- Deadline to apply for these insurance programs is **Friday, February 21, 2014**

QUESTIONS?

Please Contact:

Buttine Underwriters Purchasing Group, LLC
Attn: Kendra Reilly Monahan
Phone: 212-697-1010 ext. 49
Email: **kar@buttine.com**

Robb D. Cohen
PHOTOGRAPHY & DESIGN

Trade Shows · Photojournalist · PR · Media · Corporate Events

- P.O. Box 2958, Loganville, GA 30052
- 404.636.4567 office / 770.466.7493 fax
- 404.217.1558 cell
- Robb@RobbsPhotos.com
- www.RobbsPhotos.com

2014 SECO INTERNATIONAL
The Education Destination®

Exhibit Photography Form

Name of Event _____

Booth Name: _____ Booth # :_____

Person to Contact at Exhibit:_____ Cell # :_____

Person Ordering:_____ Signature:_____

Company Name:_____

Street Address (No POB):_____

City, State, Zip:_____

Phone:_____ Fax:_____ Email:_____

We can provide any of these photography services: Receptions, PR, Marketing & Branding needs, Staff Photos, Portraits, Green Screen, Onsite Printing, Product Photography, Video! CALL US FOR PRICES.

CHOOSE VIEWS: (Each View Includes One Custom 8x10 and Digital Image on CD)

		Quantity	$ Amount
• First View (select with or without people):	$150 (1st image)	_____	_____
• Additional Views (with or without people)	$125 each	_____	_____

CHOOSE ADDITIONAL ITEMS or SERVICES:

• Additional Prints:	$35 each	_____	_____
• Digital Retouch & Enhancement:	(Ask for Quote)		_____
• In-Booth Event/Press Photography:	(Ask for Quote)		_____

DIRECT DIGITAL VIEWS for press, PR, web or email available daily (ask us)!

CHOOSE SHIPPING: (Indicate Choice)

U.S. Shipping & Handling	$10.00
UPS Overnight or FedEx	$35.00
Recipient's FedEx Acct #_____ (Handling Fee)	$5.00

RUSH SERVICE: I need my prints by:_____ RUSH CHARGE 25%_____

NORMAL DELIVERY IS 1-2 WEEKS AFTER CLOSE OF SHOW.
RUSH CHARGES APPLY FOR REQUESTS OF LESS THAN 2 WEEKS.

TOTAL ORDER:_____

METHODS OF PAYMENT: MAKE CHECKS PAYABLE TO: ROBB D. COHEN PHOTOGRAPHY & DESIGN

OR

CREDIT CARD PAYMENTS CAN BE MADE ONLINE AT WWW.ROBBSPHOTOS.COM (PayPal Located Under Contact & Payment Information)

ALL ORDERS MUST BE PREPAID OR PAID ON-SITE PRIOR TO PHOTOGRAPHY AND/OR VIDEO
ALL ORDERS ARE CONSIDERED COMPLETED & ACCEPTED IF NOT RETURNED WITHIN TEN DAYS OF DELIVERY

2014 CEDIA EXPO
March 12th – 16th, 2014
Georgia World Congress Center- Atlanta, GA

OFFICIAL CONTRACTOR:

DUPREE SECURITY GROUP, INC.
104 Sycamore Place, Suite B, Atlanta, Georgia 30030
404-350-8355 Fax: 404-350-6991
Contact: mark.moss@dupreesecurity.com or Direct Line 404-350-8355 ext 12
Contact: mary.brown@dupreesecurity.com or Direct Line 404-350-8355 ext 10
On-Site Contact: Ryan Worsham cell# 770-294-6283

REQUEST SUBMITTED BY:

Company:_____ On-Site Contact Person:_____

Address:_____ City:_____ State:_____ Zip Code:_____

Phone:_____ Fax:_____ Booth Number:_____

E-Mail Address:_____

Security services are requested for the following dates and times:

Circle One: Civilian Personnel Police Officer

_____

_____

_____

_____

If your personnel have not arrived at the booth each morning by the time you specified above, should our security personnel stay in your booth until your personnel arrive (any additional costs will become an extra charge over and above this estimate): **If not circled our personnel will leave your booth at the designated time.**
Circle One: Yes No

Hourly Rates:	Civilian Personnel	Police Officer
Orders received by 02/12/14	$25.00	$38.00
Orders received after 02/12/14	$29.00	$41.00

Terms of Payment: The full amount shall be paid in advance when the request is submitted. Company checks, American Express, Visa and MasterCard are accepted. Any alteration or deviation from the specified dates and times that involve extra costs will become an extra charge over and above this estimate. **A six-hour minimum is required.** Return a completed copy along with payment for the full amount. No order will be accepted without payment. All cancellations must be received 24 hours or more prior to posting time. It is agreed that Dupree Security Group, Inc. is not responsible for theft or damage.

Submitted by:_____

Total Hourly Rate Cost: $_____

3.5% Service Fee for Credit Card: $_____

Total: $_____

Circle One: AMEX Visa MasterCard

Name on Card:_____

Card Number:_____ Expiration Date:_____

CONFIRMATION OF ORDER

DUPREE SECURITY GROUP, INC.

Amount Received:_____

By:_____ Date:_____

WE DO IT ALL...

TRADESHOWS | EVENT STAFFING | ALCOHOL PROMOTIONS
SPECIALTY TALENT | PRINT & RUNWAY MODELS | ACTORS

ALL OVER THE WORLD

THE AMERICAS + CANADA + EUROPE + ASIA + AUSTRALIA + UAE

cmt agency
convention models + talent

MORE TALENT. MORE PLACES. MORE SERVICE.

BOOK WITH CMT | 1.866.238.9349 | cmtinfo@cmtagency.com

REQUEST TALENT ONLINE >

cmt agency
convention models + talent

International Service Order Form

1. Please print clearly the following information

Company _____ Booth _____

Address _____

City _____ State/Province _____ Country _____

Phone _____ Fax _____

Contact _____ Email _____

Event Name _____ Event Location _____

Dates Requested: Hours Requested:

_____ _____

_____ _____

_____ _____

_____ _____

2. Please indicate your interest with the number of people needed

◯ Booth Greeter ___ *number of people needed*	$350 - $375
◯ Crowd Gatherer ___ *number of people needed*	$375 - $400
◯ Product Demonstrator ___ *number of people needed*	$400 - $700
◯ Corporate Presenter ___ *number of people needed*	$1000 - $2500
◯ Hospitality Staffing ___ *number of people needed*	$75/ hr
◯ Interpreter ___ *number of people needed / language*	$400 - $1200
◯ Other _____ *please specify*	Call for pricing

Rate is on a per day basis except where specified. Ranges vary by experience of talent and client needs. A 20% Agency fee will be added to all invoices. Total payment must be received at least 7 days prior to an event in order to guarantee reservation.

Email this form to:
cmtinfo@cmtagency.com

Fax this form to:
888.607.7205

Call us toll free:
1.866.238.9349

Request Talent Online:
Click Here >

A credit card guarantee is required to confirm an order. We accept: Check / American Express / Master Card / Visa

CABLE SERVICE ORDER FORM

Georgia World Congress Center

285 Andrew Young International Blvd.
Atlanta, GA 30313
Engineering Dept.:Phone: (404) 223-4800 Fax: (404) 223-4813

SECO 2014

DISCOUNT PRICING AVAILABLE UNTIL FEB 21, 2014
ORDER ON LINE TODAY www.gwcc.com
STANDARD RATES WILL APPLY AFTER THIS DATE

Booth No. _____ Company Name _____

Telephone No. (___)_____ Fax No. (___) _____ **E-MAIL:**_____

Address _____ City _____ State _____ Zip Code _____

Contact Name _____ Signature _____

Basic Service Rates and Conditions

Basic cable television service with signal provided by **Comcast** is offered by the Georgia World Congress Center. This service provides the latest news, weather, financial information and in-season sports spectaculars.

Electrical service must be ordered separately to power all television sets.

Cable Services

Service	Number of Services	Advanced Rate	Floor Rate	Amount
Cable TV		$275	$330	$
Closed Circuit Channels		$400	$480	$
Closed Circuit Channels with TV and Cart		$600	$720	$

****Additional on-site labor charges may apply.**

LABOR		
Sunday-Saturday (including holidays)		
Qty. of Hours	**Hourly Rate**	**Total Labor**
	$70	

TOTAL CHARGES:

Aisle/Booth

Mailing or Faxing order:
SUBMIT DIAGRAM
INCLUDING BOOTH ORIENTATION
WITH ORDER

Aisle/Booth

Aisle/Booth

NOTES:

*Please see pg.2 for **"Important Conditions & Regulations"**.
*All TV sets must be CABLE READY or have multi-channel converters.

For Congress Center Use Only

Adjusted Total: $
Paid in Advance: $

Paid on Show Site: $
Balance/Credit: $

Payment Received by

CABLE SERVICE ORDER FORM

IMPORTANT CONDITIONS & REGULATIONS

1. **TO QUALIFY FOR DISCOUNTED RATES-Orders with payment must be received 21 calendar days prior to the FIRST OPEN SHOW DATE.**
2. Notification of cancellations **must be received in writing** a minimum of fourteen **(14) calendar days prior to scheduled**
3. **PAYMENT IN FULL** is due at time services are ordered.
4. **Credit will not be given for electrical service installed and not used.**
5. Any complaint or claim must be brought to the Service Desk prior to the end of the event. The exhibitor shall maintain insurance as necessary to protect against loss or damage to equipment and property in accordance with Georgia World Congress Center license agreement.
6. All material and equipment furnished by Georgia World Congress Center for this service order shall remain the property of the Congress Center and shall be removed **ONLY** by house technicians at the close of show.
7. Unless otherwise directed, Georgia World Congress Center electricians are authorized to cut floor coverings to permit installation of services.
8. All equipment to be connected by Georgia World Congress Center must comply with NEC, federal, state and local codes.
9. Prices are based upon current wage rates and are subject to change without notice.
10. **Under no circumstances shall anyone other than a "house electrician" make electrical connections.** However; company engineers and technicians who are required to **assemble, diagnose, wire and service** equipment may be allowed to execute work subject to approval of Georgia World Congress Center Engineering Department.
11. Wall outlets, columns and permanent building outlets are **not** to be obstructed at any time.
12. **All electrical cords and appurtenances must be supplied by the Georgia World Congress Center Engineering Department.**
13. Signal is provided by Comcast.
14. Electrical Services at the prevailing Rates must be ordered separately.

Questions regarding service should be directed to:

Georgia World Congress Center
Engineering Department
285 Andrew Young International Boulevard, NW
Atlanta, GA 30313-1591 USA
Telephone: 404.223.4800
Fax: 404.223.4813

PAYMENT AUTHORIZATION FORM

Georgia World Congress Center

285 Andrew Young International Blvd.
Atlanta, GA 30313
Engineering Department
Telephone: (404) 223-4800 Fax: (404) 223-4813

SECO 2014

DISCOUNT PRICING AVAILABLE UNTIL FEB 21, 2014

ORDER ON LINE TODAY www.gwcc.com

STANDARD RATES WILL APPLY AFTER THIS DATE

Please complete the information requested below and return this form with your orders. You may choose to pay by check (payable to the Georgia World Congress Center), credit card, or bank wire transfer.
We require your credit card authorization to be on file before we process your order(s) for service. We reserve the right to use authorization to charge your credit card account for any unpaid balance due or for any additional amounts incurred as a result of show site orders placed by your representative.

WIRE TRANSFER

In order to accurately process the transfer of funds from your account, please complete the following information and fax it along with a copy of the wire receipt to the fax number printed on the header of this page.

NOTE: A service charge may be added for processing U. S./International wire transfers by your banking institution

The following information must be included on the bank copy of the wire transfer confirmation:

- ✓ **Name of Event You Are Attending**
- ✓ **Exhibiting Company Name**
- ✓ **Booth Number**

✓ **Banking Institution Information:**

Bank Name: Wachovia Bank
Address: 191 Peachtree Street
Atlanta, GA 30303

Please call for the following information:

Routing # Account #
Account Type Swift Code

CREDIT CARD INFORMATION

Type of Card: ☐ AmEx ☐ M/C ☐ VISA ☐ Discover Card ☐ Diners Club

Credit Card #: _____ **Expiration Date:** _____

Billing Address: _____

City, ST, Zip: _____

Name as it appears on card: _____

Authorized Signature: _____

EXHIBITING COMPANY INFORMATION

Please complete the following information:

COMPANY NAME: _____ **BOOTH NUMBER:** _____

COMPANY ADDRESS: _____ ( ) ____-_____

CITY/STATE/ZIP _____ ( ) ____-_____

CONTACT NAME: _____ **EMAIL:** _____

ELECTRICAL SERVICE ORDER FORM

Georgia World Congress Center

285 Andrew Young International Blvd.
Atlanta, GA 30313
Engineering Dept.:Phone: (404) 223-4800 Fax: (404) 223-4813

SECO 2014

DISCOUNT PRICING AVAILABLE UNTIL FEB 21, 2014

ORDER ON LINE TODAY www.gwcc.com

STANDARD RATES WILL APPLY AFTER THIS DATE

Booth No. _____ Company Name _____

Telephone No. (____)_____ Fax No. (____) _____ **Email:** _____

Address _____ City _____ State _____ Zip Code _____

Contact Name _____ Signature _____

ELECTRICAL						
120 Volt 1 Phase (single outlet)	**Discounted Rate**	**Standard Rate**	**Qty**	**Overhead add 50%**	**24 Hour Service**	**Total**
5 AMPS	$116	$157				
10 AMPS	$154	$208				
15 AMPS	$176	$238				
20 AMPS	$204	$275				
208 Volt 1 Phase (single outlet)	**Discounted Rate**	**Standard Rate**	**Qty**	**Overhead add 50%**	**24 Hour Service**	**Total**
20 AMPS	$276	$331				
30 AMPS	$358	$430				
40 AMPS	$441	$529				
50 AMPS	$551	$661				
60 AMPS	$689	$827				
80 AMPS	$855	$1,026				
100 AMPS	$1,075	$1,290				
150 AMPS	$1,654	$1,985				
200 AMPS	$2,205	$2,646				
208 Volt 3 Phase (No Receptacles; Direct tie-in)	**Discounted Rate**	**Standard Rate**	**Qty**	**Overhead add 50%**	**24 Hour Service**	**Total**
20 AMPS	$468	$562				
30 AMPS	$634	$761				
40 AMPS	$799	$959				
50 AMPS	$909	$1,091				
60 AMPS	$1,103	$1,324				
80 AMPS	$1,489	$1,787				
100 AMPS	$1,820	$2,184				
150 AMPS	$2,867	$3,440				
200 AMPS	$3,528	$4,234				
300 AMPS	$5,063	$6,076				
400 AMPS	$6,201	$7,441				
480 Volt 3 Phase (No Receptacle: Direct tie-in)	**Discounted Rate**	**Standard Rate**	**Qty**	**Overhead add 50%**	**24 Hour Service**	**Total**
20 AMPS	$938	$1,126				
30 AMPS	$1,323	$1,588				
40 AMPS	$1,654	$1,985				
50 AMPS	$1,930	$2,316				
60 AMPS	$2,227	$2,672				
80 AMPS	$3,308	$3,970				
100 AMPS	$3,675	$4,410				
150 AMPS	$5,760	$6,912				
200 AMPS	$7,166	$8,599				
300 AMPS	$11,025	$13,230				
400 AMPS	$14,884	$17,861				

SPECIAL SERVICES				
Item Name	**Description**	**Rate**	**Qty**	**Total**
Stanchion	2 flood lights attached to a pole with weighted base	$114 ea		
Stem Lights	Light attached to flexible neck (c-clamp)	$72 ea		
Par 64	1000 watt can light installed in the ceiling	$316 ea		
Single Extension Cord	25-50 ft single receptacle extension cord	$19 ea		
Quad Extension	4 Outlet receptacle box	$24 ea		
Multi-outlet	Receptacle adapter	$10 ea		
Distribution Panel	100A-200A Panel	$250 ea		
Transformers	**Call for Quote**			

****Additional on-site labor charges may apply.**

ELECTRICAL LABOR		
Sunday-Saturday (including holidays)		
Qty. of Hours	Hourly Rate	**Total Labor**
	$70.00	

NOTES:

*** All 208v service or higher require a minimum of 1hr of labor.**
***For special routing of services, order a minimum of 1 hr labor.**
***Please see pg. 2 for "Important Conditions & Regulations".**

TOTAL for THIS ORDER=

Aisle/Booth

POWER WILL BE PLACED IN THE REAR OF THE BOOTH, UNLESS OTHERWISE DESIGNATED.

SUBMIT DIAGRAM INCLUDING BOOTH ORIENTATION

Aisle/Booth

Aisle/Booth

For Congress Center Use Only

Adjusted Total: $
Paid in Advance: $
Paid on Show Site: $
Balance/Credit: $

(Payment Received by)

Notes or Special Instructions:

PAYMENT AUTHORIZATION FORM

Georgia World Congress Center

285 Andrew Young International Blvd.
Atlanta, GA 30313
Engineering Department
Telephone: (404) 223-4800 Fax: (404) 223-4813

SECO 2014

DISCOUNT PRICING AVAILABLE UNTIL FEB 21, 2014

ORDER ON LINE TODAY www.gwcc.com

STANDARD RATES WILL APPLY AFTER THIS DATE

Please complete the information requested below and return this form with your orders. You may choose to pay by check (payable to the Georgia World Congress Center), credit card, or bank wire transfer.
We require your credit card authorization to be on file before we process your order(s) for service. We reserve the right to use authorization to charge your credit card account for any unpaid balance due or for any additional amounts incurred as a result of show site orders placed by your representative.

WIRE TRANSFER

In order to accurately process the transfer of funds from your account, please complete the following information and fax it along with a copy of the wire receipt to the fax number printed on the header of this page.

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The following information must be included on the bank copy of the wire transfer confirmation:

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- ✓ **Exhibiting Company Name**
- ✓ **Booth Number**

✓ **Banking Institution Information:**

Bank Name: Wachovia Bank
Address: 191 Peachtree Street
Atlanta, GA 30303

Please call for the following information:

Routing # Account #
Account Type Swift Code

CREDIT CARD INFORMATION

Type of Card: ☐ AmEx ☐ M/C ☐ VISA ☐ Discover Card ☐ Diners Club

Credit Card #: _____ **Expiration Date:** _____

Billing Address: _____

City, ST, Zip: _____

Name as it appears on card: _____

Authorized Signature: _____

EXHIBITING COMPANY INFORMATION

Please complete the following information:

COMPANY NAME: _____ **BOOTH NUMBER:** _____

COMPANY ADDRESS: _____ ( ) ____-_____

CITY/STATE/ZIP _____ ( ) ____-_____

CONTACT NAME: _____ **EMAIL:** _____

ELECTRICAL SERVICE ORDER FORM

SPECIAL REQUIREMENTS

POWER REQUIREMENTS ABOVE 400-AMPS, SPECIAL VOLTAGE and TRANSFORMERS ARE AVAILABLE - PRICES UPON REQUEST

IMPORTANT CONDITIONS AND REGULATIONS

1. **TO QUALIFY FOR DISCOUNTED RATES-Orders with payment must be received 21 calendar days prior to the FIRST OPEN SHOW DATE.**
2. Notification of cancellations **must be received in writing** a minimum of fourteen **(14) calendar days prior to scheduled show opening date.**
3. **PAYMENT IN FULL** is due at time services are ordered.
4. **Credit will not be given for electrical service installed and not used.**
5. Any complaint or claim must be brought to the Service Desk prior to the end of the event. The exhibitor shall maintain insurance as necessary to protect against loss or damage to equipment and property in accordance with Georgia World Congress Center license agreement.
6. All material and equipment furnished by Georgia World Congress Center for this service order shall remain the property of the Congress Center and shall be removed **ONLY** by house technicians at the close of show.
7. Unless otherwise directed, Georgia World Congress Center electricians are authorized to cut floor coverings to permit installation of services.
8. All equipment to be connected by Georgia World Congress Center must comply with NEC, federal, state and local codes.
9. Prices are based upon current wage rates and are subject to change without notice.
10. **Under no circumstances shall anyone other than a "house electrician" make electrical connections.** However; company engineers and technicians who are required to **assemble, diagnose, wire and service** equipment may be allowed to execute work subject to approval of Georgia World Congress Center Engineering Department.
11. Wall outlets, columns and permanent building outlets are **not** to be obstructed at any time.
12. **All electrical cords and appurtenances must be supplied by the Georgia World Congress Center Engineering Department.**
13. Rates quoted cover routing of service to the rear of the booth in the most convenient manner. Special routing, connection of equipment and all other work will be charged on a time and material basis in addition to service rate.
14. All equipment shall be properly tagged and wired with complete information as to type of current, voltage, phase, cycle, horsepower, etc.
15. Electrical power for lights and displays will be turned on daily 1-hour prior to show opening time and off at show closing time. 24 hour power may be ordered for services that require continuous electrical service (ex. Refrigerators, Programmable Machinery, etc.).

Questions regarding service should be directed to:

Georgia World Congress Center
Engineering Department
285 Andrew Young International Boulevard, NW
Atlanta, GA 30313-1591 USA
Telephone: 404.223.4800
Fax: 404.223.4813

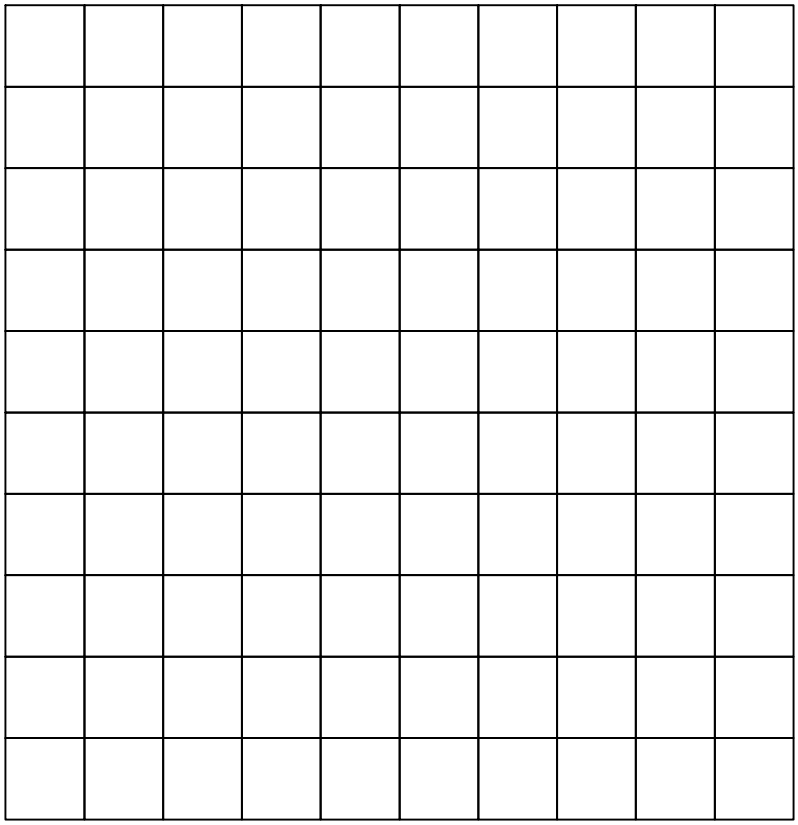
Georgia World Congress Center
285 Andrew Young International Blvd.
Atlanta, GA. 30313
Engineering Department:
(404) 223-4800 Fax: (404) 223-4813

Submit orders online at www.gwcc.com

10 x 10 Booth Layout

Back of Booth:_____

Indicate Adjacent Booth or Aisle Number:_____



Indicate Adjacent Booth or Aisle Number:_____

Front of Booth:_____

Show Name:_____

Booth #:_____

Company:_____

COMPRESSED AIR-WATER-DRAIN-NATURAL GAS SERVICE ORDER FORM

Georgia World Congress Center

285 Andrew Young International Blvd.
Atlanta, GA 30313
Engineering Dept.-Telephone: (404) 223-4800 Fax: (404) 223-4813

SECO 2014

DISCOUNT PRICING AVAILABLE UNTIL FEB 21, 2014

ORDER ON LINE TODAY www.gwcc.com

STANDARD RATES WILL APPLY AFTER THIS DATE

Booth No. _____ Company Name _____

Telephone No. (___)_____ Fax No. (___) _____ **E-MAIL:**_____

Address _____ City _____ State _____ Zip Code _____

Contact Name _____ Signature _____

Compressed Air (90-100 lbs. PSI)				
Service	**Discount Rate**	**Standard Rate**	**QTY**	**Total**
up to 50 CFM Units	$275	$330		
Additional Units of 50 CFM	$220	$264		

Water (Average Pressure - 55 PSI)				
Service	**Discount Rate**	**Standard Rate**	**Qty**	**Total**
Cold Water	$220	$264		
Hot Water	$341	$409		

One-Time Water Fill and Drain				
Service	**Discount Rate**	**Standard Rate**	**Qty**	**Total**
150 Gallon Unit	$193	$232		
Additional Units of 150 Gallon	$138	$166		

Natural Gas				
Service	**Discount Rate**	**Standard Rate**	**Qty**	**Total**
45,000 BTU Unit	$440	$528		
Additional Units of 45,000 BTU	$352	$422		

SPECIAL SERVICES				
Item Name	**Discount Rate**	**Standard Rate**	**Qty**	**Total**
Pressure Regulator	$50	$60		
PVC Piping	Call for Quote			

NOTES:
***GWCC does not guarantee minimum /maximum pressure.**
*Please see pg. 2 for **"Important Conditions & Regulations".**

Sinks (includes cold/hot water and drain)			
Discount Rate (Each)	**Standard Rate (Each)**	**Qty**	**Total**
$560	$672		

Drainage			
Discountd Rate (Each)	**Standard Rate (Each)**	**Qty**	**Total**
$138	$166		

**Additional on-site labor charges may apply.

LABOR (Labor is charged at a 1hr minimum per service)		
Sunday-Saturday (including holidays)		
Qty. of Hours	Hourly Rate	**Total Labor**
	$70	

TOTAL for THIS ORDER =

Aisle/Booth

Mailing or Faxing Order:
SUBMIT DIAGRAM INCLUDING BOOTH ORIENTATION WITH ORDER

Aisle/Booth

Aisle/Booth

For Congress Center Use Only

Adjusted Total: $ _____

Paid in Advance: $ _____

Paid on Show Site: $ _____

Balance/Credit: $ _____

(Payment Received by)

Notes or Special Instructions:

PAYMENT AUTHORIZATION FORM

Georgia World Congress Center

285 Andrew Young International Blvd.
Atlanta, GA 30313
Engineering Department
Telephone: (404) 223-4800 Fax: (404) 223-4813

SECO 2014

DISCOUNT PRICING AVAILABLE UNTIL FEB 21, 2014

ORDER ON LINE TODAY www.gwcc.com

STANDARD RATES WILL APPLY AFTER THIS DATE

Please complete the information requested below and return this form with your orders. You may choose to pay by check (payable to the Georgia World Congress Center), credit card, or bank wire transfer.
We require your credit card authorization to be on file before we process your order(s) for service. We reserve the right to use authorization to charge your credit card account for any unpaid balance due or for any additional amounts incurred as a result of show site orders placed by your representative.

WIRE TRANSFER

In order to accurately process the transfer of funds from your account, please complete the following information and fax it along with a copy of the wire receipt to the fax number printed on the header of this page.

NOTE: A service charge may be added for processing U. S./International wire transfers by your banking institution

The following information must be included on the bank copy of the wire transfer confirmation:

- ✓ **Name of Event You Are Attending**
- ✓ **Exhibiting Company Name**
- ✓ **Booth Number**

✓ **Banking Institution Information:**

Bank Name: Wachovia Bank
Address: 191 Peachtree Street
Atlanta, GA 30303

Please call for the following information:

Routing # Account #
Account Type Swift Code

CREDIT CARD INFORMATION

Type of Card: ☐ AmEx ☐ M/C ☐ VISA ☐ Discover Card ☐ Diners Club

Credit Card #: _____ **Expiration Date:** _____

Billing Address: _____

City, ST, Zip: _____

Name as it appears on card: _____

Authorized Signature: _____

EXHIBITING COMPANY INFORMATION

Please complete the following information:

COMPANY NAME: _____ **BOOTH NUMBER:** _____

COMPANY ADDRESS: _____ ( ) ____-_____

CITY/STATE/ZIP _____ ( ) ____-_____

CONTACT NAME: _____ **EMAIL:** _____

COMPRESSED AIR-WATER-DRAIN-NATURAL GAS SERVICE ORDER FORM

IMPORTANT CONDITIONS & REGULATIONS

1. **TO QUALIFY FOR DISCOUNTED RATES-Orders with payment must be received 21 calendar days prior to the FIRST OPEN SHOW DATE.**
2. Notification of cancellations **must be received in writing** a minimum of fourteen **(14) calendar days prior to scheduled show opening date.**
3. **PAYMENT IN FULL** is due at time services are ordered.
4. **Credit will not be given for plumbing service installed and not used.**
5. Any complaint or claim must be brought to the Service Desk prior to the end of the event. The exhibitor shall maintain insurance as necessary to protect against loss or damage to equipment and property in accordance with Georgia World Congress Center license agreement.
6. All material and equipment furnished by Georgia World Congress Center for this service order shall remain the property of the Congress Center and shall be removed **ONLY** by house technicians at the close of show.
7. Unless otherwise directed, Georgia World Congress Center plumbers are authorized to cut floor coverings to permit installation of services.
8. All equipment to be connected by Georgia World Congress Center must comply with NEC, federal, state and local codes.
9. Prices are based upon current wage rates and are subject to change without notice.
10. **Under no circumstances shall anyone other than a "house plumber" make plumbing connections.** However; company engineers and technicians who are required to **assemble, diagnose, wire and service** equipment may be allowed to execute work subject to approval of Georgia World Congress Center or Georgia Dome Engineering Department.
11. Wall outlets, columns and permanent building outlets are **not** to be obstructed at any time.
12. Georgia World Congress Center recommend that exhibitors provide a filter-separator for all equipment requiring air connections. Congress Center will not be responsible for moisture or water in air lines.
13. If air, water, and natural gas pressure are critical, Georgia World Congress Center recommend that exhibitors arrange to have a pressure regulator valve installed. **No guarantee can be made of minimum and maximum pressure.**
14. All equipment using water must have the inlet and outlet properly tagged.
15. The service fee will be based on the combined rated capacity of connected equipment.

Questions regarding service should be directed to:

Georgia World Congress Center
Engineering Department
285 Andrew Young International Boulevard, NW
Atlanta, GA 30313-1591 USA
Telephone: 404-223-4800
Fax: 404-223-4813

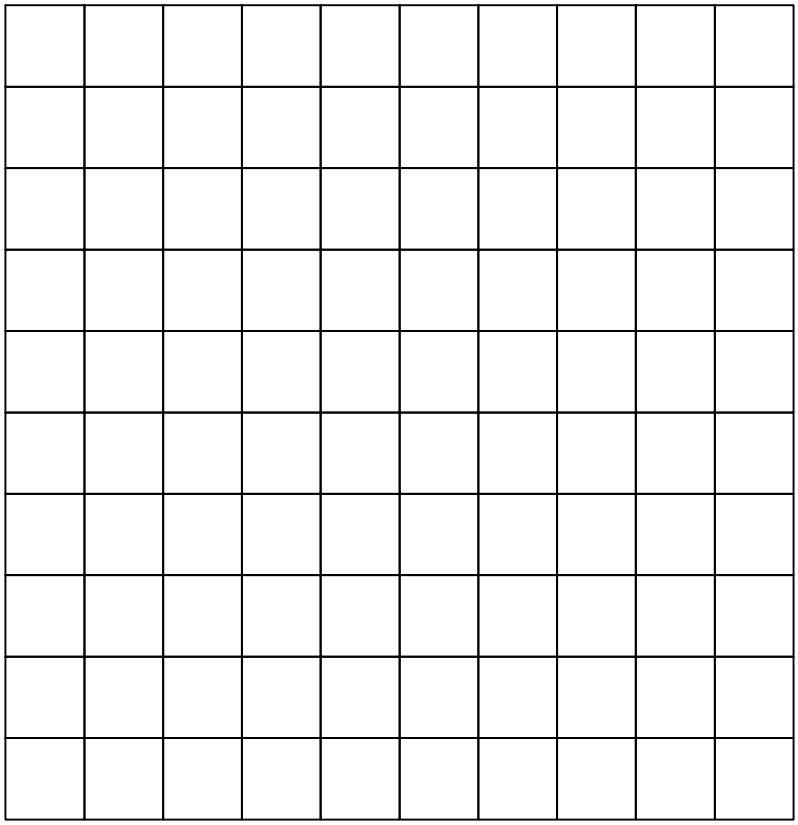
Georgia World Congress Center
285 Andrew Young International Blvd.
Atlanta, GA. 30313
Engineering Department:
(404) 223-4800 Fax: (404) 223-4813

Submit orders online at www.gwcc.com

10 x 10 Booth Layout

Back of Booth:_____

Indicate Adjacent Booth or Aisle Number:_____



Indicate Adjacent Booth or Aisle Number:_____

Front of Booth:_____

Show Name:_____

Booth #:_____

Company:_____

SHOW: _____

VENUE: _____

DATES: _____

CONVENTION/TRADE SHOW ORDER FORM

FLORAL ARRANGEMENT/CUT FLOWERS	PREORDER PRICE	QTY	TOTAL
FLORAL ARRANGEMENT/SEASONAL ☐3-SIDED ☐ROUND	$65.00		
FLORAL ARRANGEMENT/TROPICAL ☐3-SIDED ☐ROUND	$90.00		
CUSTOM FLORAL ARRANGEMENT HT:_____ WT:_____ COLORS:_____	CALL FOR PRICING		
POTTED PLANTS	**PREORDER PRICE**	**QTY**	**TOTAL**
MUMS: ☐YELLOW ☐WHITE	$25.00		
AZALEAS: ASK FOR AVAILABILITY	$35.00		
BROMELIADS: ASK FOR AVAILABILITY	$25.00		
SEASONAL FLOWERING: ASK FOR AVAILABILITY	$25.00 (UPON REQUEST)		

GREEN PLANTS	PREORDER PRICE	QTY	TOTAL
6" GREEN TABLETOP PLANT	$20.00		
8" – 10" FERN	$25.00		
8" – 10" IVY/POTHOS ☐GREEN ☐VARIEGATED	$20.00		
2' – 3' GREEN FLOOR PLANT	$35.00		
4' GREEN FLOOR PLANT	$45.00		
5' ☐FICUS TREE ☐ARECA PALM	$55.00		
6' ☐FICUS TREE ☐ARECA PALM	$65.00		
7 – 8' ☐FICUS TREE ☐ARECA PALM	Call for Price		
8 – 9' ☐FICUS TREE ☐ARECA PALM	Call for Price		
10-12' ☐FICUS TREE ☐ARECA PALM	Call for Price		
WHITE LIGHTS FOR TREES OR UPLIGHTS FOR PALMS (CUSTOMER MUST PROVIDE ELECTRICITY)	$25.00/EACH		

COMPLIMENTARY CONTAINERS	PREORDER PRICE	QTY	TOTAL
☐BLACK ☐TERRA COTTA	$0.00		$0.00

SUB-TOTAL	
GA TAX 8%	
TOTAL DUE	

♦ALL ORDERS MUST BE PLACED 7 DAYS PRIOR TO SHOW SET UP AND PAID IN FULL PRIOR TO SHOW OPEN DATE . A 25% ADDITONAL FEE WILL BE ADDED TO ALL ORDDERS PLACED THE DAY OF DELIVERY

♦PRICES INCLUDE COMPLIMENTARY DECORATIVE CONTAINER, MAINTENANCE, INSTALLATION, AND REMOVAL

♦RENTAL ITEMS MISSING UPON DISMANTLE ARE THE RESPONSIBILITY OF THE EXHIBITOR, AND A FEE WILL BE CHARGED

♦25% CANCELLATION FEE FOR SPECIAL ORDERS CANCELLED 14 DAYS PRIOR TO SHOW OPENING

♦PRICES ARE VALID UP TO 14 DAYS PRIOR TO SHOW OPEN

FAX ORDER TO:

ALISHA ROBINSON,
SPECIAL EVENTS MANAGER
FAX: 770-432-9783
PHONE: 770-432-2649
EMAIL:
ALISHA@THEPLANTPEDDLER.COM

EXHIBITOR NAME:_____ SHOW REP:_____ BOOTH #: _____

BILLING ADDRESS:_____ CELL FOR SHOW REP:_____

CITY, STATE, ZIP:_____

PHONE: _____ EMAIL: _____

VISA MC AMEX CARD #_____ **EXP. DATE:**_____

PRINT NAME AS IT APPEARS ON THE CREDIT CARD_____

AUTHORIZATION SIGNATURE:_____

ACCESSIBLE SERVICES & SPECIAL NEEDS

Scootaround is the preferred provider of accessible services at the Georgia World Congress Center (GWCC). Our broad range of services includes scooter and wheelchair rentals, oxygen and shuttle services for major events held at the GWCC. Equipment is available for daily or weekly rental.

MOBILITY SERVICES AT THE GEORGIA WORLD CONGRESS CENTER

Mobility Scooters (3 and 4 wheel)

Electric mobility scooters available for daily or weekly rental. Standard and heavy duty models are available.

Manual Wheelchairs

Manual wheelchairs available for daily or weekly rental. Wheelchairs equipped with adjustable footrests.

Oxygen Tanks and Accessories

Oxygen, accessories and scooter carrying racks. *Two week advance notice required for these items.

Shuttle and Event Seating Services

Shuttle program provides qualified staff and electric carts to transport attendees between venue locations.

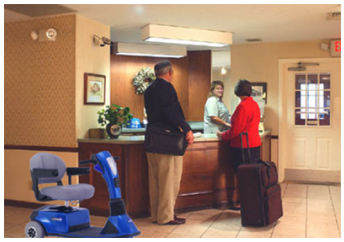
SERVICES AVAILABLE TO SHOW MANAGERS

OSR (Onsite Service Rentals)

This program provides a pre-determined number of scooters and qualified staff to run a rentals program from start to finish, including hands on training.

Fleet Orders (Multiple Vehicles)

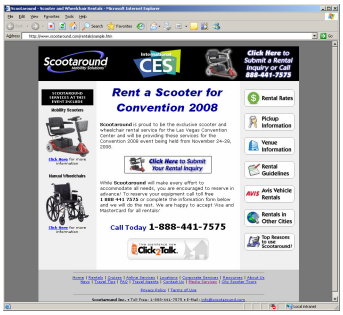
A fleet of scooters is provided for your event, based on its attendance estimates. Equipment is delivered charged and ready for use.



AR (Attendee Reservations)

We deliver the rental equipment directly to the attendee's hotel. Marketing tools are included to increase attendee awareness of the service.

SCOOTAROUND NO-CHARGE SERVICES TO SHOW MANAGERS INCLUDE

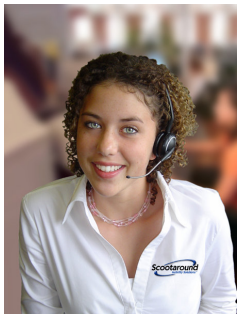


Custom Rentals Web Page

Custom-designed web page with link to showcase your event and automate the rentals process.

Custom Event Flyer Template

Printable flyer with your event's information for mailing to your attendees or to send via e-mail.



7-Day Call Centre Support

Our staff is available 7-days a week for assistance and technical advice about our mobility equipment.

Need More Information?

If you would like more information on how Scootaround can help you with accessible needs and ADA compliancy, please contact the Scootaround Corporate Services Department at **(888) 441-7575**.

Building A - 285 Andrew Young Int'l Blvd NW

Andrew Young International Boulevard
Red Parking Deck

FROM THE AIRPORT AND THE SOUTH:

Take I-75/85 North to Andrew Young International Blvd. (Exit 248C). Turn LEFT onto Andrew Young International Blvd. After you cross Marietta Street, the Georgia World Congress Center's Building A will be on the right just past the Omni Hotel. Parking is available in the Red Parking Deck, which is on your left at the end of Andrew Young International Blvd.

FROM THE NORTH:

Take I-75/85 South to Williams Street (Exit 249C). (The exit ramp becomes Williams Street.) Turn RIGHT at the first stop light onto Ivan Allen Jr. Blvd. Continue on Ivan Allen Jr. Blvd. Turn left onto Marietta Street, and turn right onto Andrew Young International Blvd NW. The Georgia World Congress Center's Building A will be on the right just past the Omni Hotel. Parking is available in the Red Parking Deck. The Red Deck will be on your left at the end of Andrew Young International Blvd.

FROM THE WEST:

Take I-20 East to Spring Street (Exit 56B). Turn LEFT onto Spring Street, LEFT onto Marietta Street, and LEFT onto Andrew Young International Blvd. Georgia World Congress Center's building A will be on the right just past the Omni Hotel.

Parking is available in the Red Parking Deck, which will be on your left at the end of Andrew Young International Blvd.

FROM THE EAST:

Take I-20 West to Spring Street (Exit 56B). Turn RIGHT onto Spring Street, LEFT onto Marietta Street, and LEFT onto Andrew Young International Blvd. The Georgia World Congress Center's Building A will be on the right just past the Omni Hotel. Parking is available in the Red Parking Deck, which will be on your left at the end of Andrew Young International Blvd.

Campus and Parking Map

Campus Facilities

- A B C GWCC
- D Georgia Dome
- E Centennial Olympic Park

Parking Key

		Number of Spaces
1	Red Deck	2,000
2	Orange Lot	580
3	Silver Lot	82
4	Blue Lot	722
5	Gold Deck	300
6	Yellow Lot	1,284
7	Marshalling Yard	1,377
8	Brown Lot	300
9	Off Campus Lots	

GEORGIA WORLD CONGRESS CENTER

GEORGIA DOME

CENTENNIAL OLYMPIC PARK

Georgia World Congress Center Authority Campus Map

updated 5/2013

SECO 2014 HOTELS

SECO 2014 Room Blocks open Nov. 4, 2013
All reservations must be made through the official housing provider, EventSphere.
Please visit www.secointernational.com to book rooms.

OMNI HOTEL AT CNN CENTER (HQ)
100 CNN Center
Atlanta, GA 30303
www.omnihotels.com
Single/Double Rate: $205/night (excluding applicable taxes & surcharges)
Cut-off date: 2/17/2014
Check-in: 3:00PM Check-out: 12:00PM

- Shuttle bus service offered to special events.

WESTIN PEACHTREE PLAZA
210 Peachtree Street
Atlanta, GA 30303
www.westin.com/peachtree
Single/Double Rate: $185/night (excluding applicable taxes & surcharges)
Cut-off date: 2/25/2014
Check-in: 3:00PM Check-out: 12:00PM

- Shuttle bus service offered to the GWCC and special events.

EMBASSY SUITES
267 Marietta Street
Atlanta, GA 30313
http://embassysuites1.hilton.com/en_US/es/hotel/ATLESES-Embassy-Suites-Atlanta-at-Centennial-Olympic-Park-Georgia/index.do?WT.srch=1&brand_id=ES&brand_directory=/en/es/&xch=1012883042,EH0BAZCLRVNLUCSGBJBOD4Q
Single/Double Rate: $204/night (excluding applicable taxes & surcharges)
Cut-off date: 2/18/2014
Check-in: 3:00PM Check-out: 12:00PM

- Shuttle bus to special events can be caught by walking a short distance to the OMNI Hotel.

THE GLENN
110 Marietta Street NW
Atlanta, GA 30303
http://www.marriott.com/hotels/travel/atlak-glenn-hotel-autograph-collection/
Single/Double Rate: $187/night (excluding applicable taxes & surcharges)
Cut-off date: 2/18/2014
Check-in: 3:00PM Check-out: 12:00PM

- Shuttle bus to special events can be caught by walking a short distance to the OMNI Hotel.

ATLANTA MARRIOTT MARQUIS
265 Peachtree Center Avenue
Atlanta, GA 30303
www.atlantamarquis.com
Single/Double Rate: $202/night (excluding applicable taxes & surcharges)
Cut-off date: 2/18/2014
Check-in: 3:00PM Check-out: 12:00PM

- Shuttle bus service offered to the GWCC and special events.

HILTON GARDEN INN
275 Baker Street
Atlanta, GA 30313
http://hiltongardeninn.hilton.com/en/gi/hotels/index.jhtml?xch=1012894888,4QzNTyrcNyfvLnpvGK1BXL7xNM8TG1xp2ysLhh3wWXRBYB12JTh6!-991873956!1315498812654&ctyhocn=ATLDOGI
Single/Double Rate: $194/night (excluding applicable taxes & surcharges)
Cut-off date: 2/18/2014
Check-in: 3:00PM Check-out: 12:00PM

- Shuttle bus to special events can be caught by walking a short distance to the OMNI Hotel.

RITZ-CARLTON DOWNTOWN
181 Peachtree Street, N.E.
Atlanta, GA 30303
https://www.ritzcarlton.com/en/Properties/Atlanta/Reservations/Default.htm?nr=1&ci=9:8:2011&ng=1&co=9:9:2011&up=false#top
Single/Double Rate: $205/night (excluding applicable taxes & surcharges)
Cut-off date: 2/07/2014
Check-in: 3:00PM Check-out: 12:00PM

- Shuttle bus service offered to the GWCC and to special events can be caught by walking a short distance to the Westin Peachtree Plaza.

HOLIDAY INN ATLANTA DOWNTOWN
101 Andrew J. Young International Blvd.
Atlanta, GA 30303
http://atlhidowntown-px.rtrk.com/
Single/Double Rate: $149/night (excluding applicable taxes & surcharges)
Cut-off date: 2/18/2014
Check-in: 3:00PM Check-out: 12:00PM

- Shuttle bus service offered to the GWCC and to special events can be caught by walking a short distance to the Westin Peachtree Plaza.

OPTOMETRY'S™ MARKETPLACE
SECO INTERNATIONAL 2014

MAILING LISTS

SECO pre-registered attendee mailing lists are owned solely by the Southern Council of Optometrists, Inc. ("SoCO"), the parent company of SECO International, LLC, ("SECO"). This list is distributed under the terms and conditions detailed below. The purpose of the list is to promote the participation of exhibiting companies at SECO 2014 only. SECO is dedicated to protecting the privacy of the individuals on the list and will pursue violations of that privacy to the fullest extent of the law.

Read this document carefully before using the list associated with these terms and conditions. By using this list, you are confirming acceptance of the terms of this agreement. If you do not wish to do so, do not use this list.

Violation of these terms and conditions may result in prosecution by SECO. SECO respects its members' and attendees' rights to privacy and will pursue violations of that privacy. Please use this list with responsibility.

If you have any questions concerning the contents of this list, please contact the Southern Council of Optometrists, Inc. at [US] (770) 451-8206 during business hours, Monday - Friday, 9:00am - 5:00pm Eastern Time, or visit us on the web at www.SECOInternational.com.

Terms and Conditions

The list will contain the mailing addresses of SECO's pre-registered attendees for SECO 2014. This list is provided "as is" and SECO is not liable for any errors or omissions in the data.

1. The list is intended for the use of those companies exhibiting at SECO 2014 and may only be used to promote participation in said event. The right to use this list expires March 4, 2014.
2. The list may not be replicated, distributed, sold or re-sold to third parties. The data contained in the list may not be altered or amended in any way.
3. Technical support for the list is limited to opening and exploring the file using a Windows-compatible computer that meets the minimum requirements set forth by Microsoft to run Excel 97 or a later version. The list will not be issued in any format other than Microsoft Excel. Please consult your word processing, database or spreadsheet application's technical support for using this type of file if you have any questions.
4. The pre-registered attendee list for SECO 2014 may be used multiple times up to the expiration date listed herein (we recommend to our exhibiting companies that the most recently distributed list be utilized prior to every mailing).
5. In compliance with our Privacy Policy, attendee e-mail addresses are only provided for attendees that have chosen to share their email address with exhibitors.

Mailing List Schedule

December 14, 2013
December 28, 2013
January 11, 2014
January 25, 2014
February 8, 2014
February 22, 2014

SECO 2014
MAR. 12—16, 2014
GEORGIA WORLD
CONGRESS CENTER
ATLANTA, GEORGIA

2014 SECO INTERNATIONAL
The Education Destination®

HOST A PRESS CONFERENCE

SECO International invites its corporate supporters, exhibitors, and industry organizations to host a press conference during **SECO 2014, March 12 - 16, 2014,** at the Georgia World Congress Center in Atlanta, Georgia.

REACH OUT TO INDUSTRY PUBLICATIONS & EYE CARE PROFESSIONALS

Reach out to leading ophthalmic industry publications and media. SECO 2014 will provide a unique opportunity to make a press statement early in the year. We encourage companies to take advantage of this valuable opportunity to showcase their latest technologies, products or services to editors of the industry's leading optometry publications. We also encourage optometric associations and organizations to make statements to constituencies and members of the optometric community at large.

SCHEDULE A PRESS CONFERENCE

Please contact SECO's public relations representative, Kim Ryan, directly at kimryan@bellsouth.net or via phone at (770) 205-7423 to schedule your conference time[1]. SECO reserves press time in 30-minute increments on a first-come, first-served basis. Please book your conference as soon as possible; prime times are booked early. To allow for maximum exposure to the media attending SECO, the press conference room is only available during the following times:

Thursday, March 13, 2014	1:30 PM - 6:00 PM
Friday, March 14, 2014	9:00 AM- 12:00 PM; 2:00 PM - 6:00 PM

[1]SECO will furnish in the Press Room (at no charge) an LCD projector with screen and a podium with microphone. Companies are responsible for bringing a presentation computer to use the projector. Presenters may also distribute press materials to media representatives.

What SECO Does to Promote Press Conferences

SECO is invested in holding newsworthy and professional press conferences to consistently attract media participation. To that extent, SECO partners with companies to promote and host quality press conferences by:

- Notifying all attending media of the press conference schedule in advance of the meeting and provides a brief synopsis for each conference
- Promoting press conferences in its press materials and in its on-site signage
- Ensuring that press conferences are of a newsworthy nature, therefore consistently attracting media

Just Want to Make a Statement?
Simply send SECO press releases or press kits for distribution in the SECO Press Room.

SECO INTERNATIONAL
4661 N. SHALLOWFORD RD.
ATLANTA, GA 30338
WWW.SECOINTERNATIONAL.COM
PH. 770.451.8206

MEDIA CONTACT:
KIM RYAN
kimryan@bellsouth.net
PH. 770.205.7423

SECO 2014
MAR. 12—16, 2014
GEORGIA WORLD
CONGRESS CENTER
ATLANTA, GEORGIA

PRESS CONFERENCE APPLICATION

PLEASE CHOOSE ONE OPTION:

APPLY FOR A PRESS CONFERENCE ☐
PLEASE FILL OUT ALL SECTIONS OF THIS APPLICATION

DISTRIBUTE MATERIALS IN PRESS ROOM [3] ☐
SEND MATERIALS BY FEB 28, 2014, TO:
SECO 2014, PRESS MATERIALS
4661 N. SHALLOWFORD RD., ATLANTA, GA, 30338

RETURN COMPLETED APPLICATION BY E-MAIL OR FAX TO:
E-mail: kimryan@bellsouth.net
Fax: (770) 889-6614

Company _____

Contact _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

E-mail _____

PLEASE ANSWER EACH QUESTION

Do you intend to provide refreshments [1] during your conference? ☐ YES ☐ NO

Do you intend to project a presentation [2] ? ☐ YES ☐ NO

Do you intend to distribute materials to media representatives [3] ? ☐ YES ☐ NO

What is your preferred date and time [4] to hold your press conference?

Thursday, MAR. 13, 2014 ☐ 1:30 PM—3:00 PM ☐ 3:00 PM—6:00 PM

Friday, MAR. 14, 2014 ☐ 9:00 AM—12:00 PM ☐ 2:00 PM—6:00 PM

What is your preferred conference length? ☐ 30 MIN.

Please provide a concise description of your conference, statement, and /or materials:

SECO INTERNATIONAL
4661 N. SHALLOWFORD RD.
ATLANTA, GA 30338
WWW.SECOINTERNATIONAL.COM
PH. 770.451.8206

MEDIA CONTACT:
KIM RYAN
kimryan@bellsouth.net
PH. 770.205.7423

TERMS & CONDITIONS

[1] The Press Room will be in Building A of the Georgia World Congress Center. Refer to the Booth Services section of the SECO 2013 Service Kit for information about ordering refreshments from Levy Restaurants.

[2] SECO will furnish in the Press Room (at no charge) an LCD projector with screen and a podium with a microphone. Companies are respondible for bringing a presentation computer to use the projector.

[3] Companies may prepare 30 copies of materials to distribute to media representatives on-site.

[4] SECO will assign conference time to applicants on a first-come, first-served basis. SECO will assign the conference time based upon availability an contact the applicant with the assigned date and time.

SECO reserves the right to reject press conference applications without cause. Applicants must disclose the nature and intent of the press conference before SECO will approve the conference. SECO does not endorese statements made during SECO 2013.

FOR OFFICE USE ONLY

DATE _____

TIME _____

PROMOTIONAL PROSPECTUS

2014 SECO INTERNATIONAL

The Education Destination®

OPTOMETRY'S™ MARKETPLACE
SECO INTERNATIONAL 2014

Optometry's Marketplace at SECO™
March 13-15, 2014

Continuing Education
March 12-16, 2014

Georgia World Congress Center
Building A
Atlanta, Georgia, USA
secointernational.com

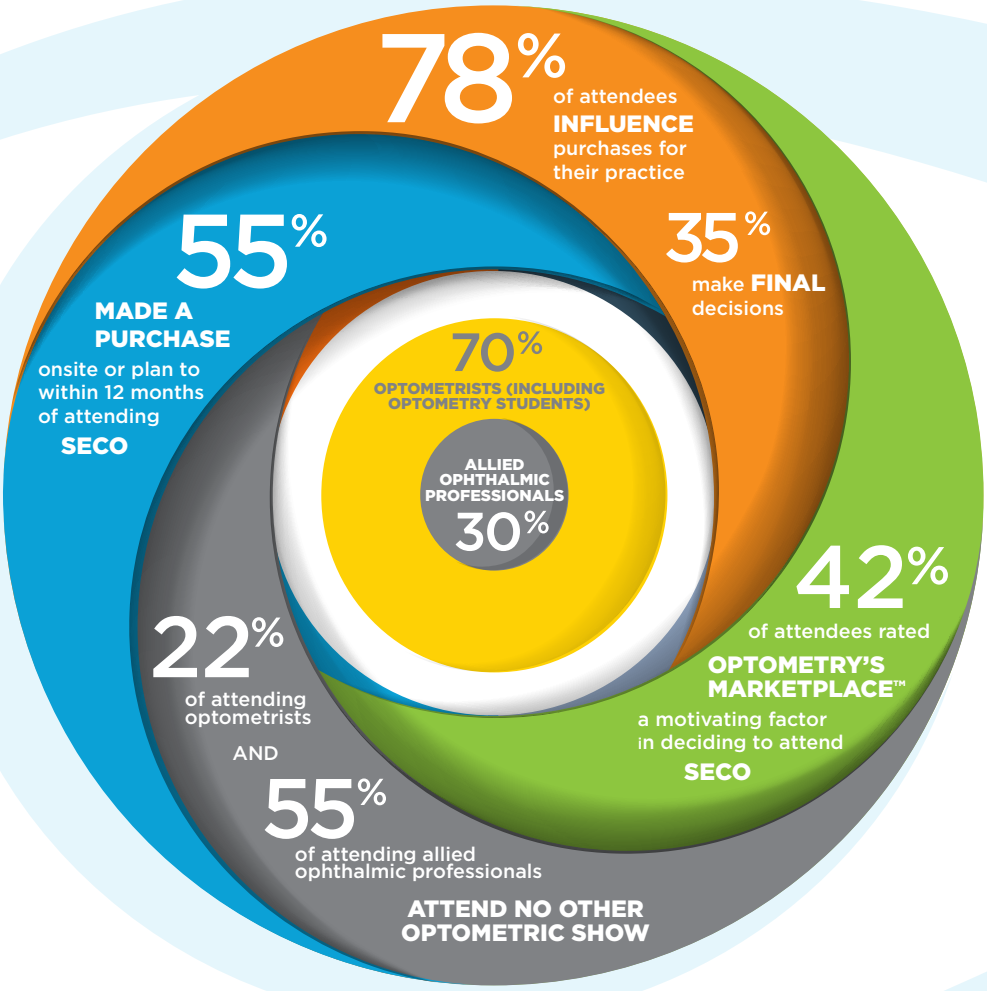
OPTOMETRY'S™ MARKETPLACE
SECO INTERNATIONAL 2014

On March 12-16, 2014, the optometry profession will gather in Atlanta for its most important and compelling event of the year – SECO 2014.

SECO is the primary source of continuing education for optometrists and allied ophthalmic professionals, attracting over 7,000 professionals from all across the U.S. and around the world. Along with the world-class education, these optometric professionals come to SECO to find the products and services they will use to improve their practices and grow their businesses in Optometry's Marketplace™.

WHO ATTENDS SECO?

Our attendees come from throughout the Southeast, the U.S. and the world. They are decision makers and they are ready to make purchases.


78% of attendees INFLUENCE purchases for their practice
55% MADE A PURCHASE onsite or plan to within 12 months of attending SECO
35% make FINAL decisions
70% OPTOMETRISTS (INCLUDING OPTOMETRY STUDENTS)
ALLIED OPHTHALMIC PROFESSIONALS 30%
42% of attendees rated OPTOMETRY'S MARKETPLACE™ a motivating factor in deciding to attend SECO
22% of attending optometrists
AND
55% of attending allied ophthalmic professionals
ATTEND NO OTHER OPTOMETRIC SHOW

2014 SECO INTERNATIONAL

The Education Destination®

WHY PROMOTE AT SECO?

SECO 2014 offers promotional & advertising opportunities which include a variety of creative media in the Headquarter & Host hotels, a wide selection of exhibit hall opportunities from tote bags to private meeting rooms, reception & party sponsorships, and our popular banner program.

100 percent of opportunities within the **BANNER PROGRAM** sold for **SECO 2013**

By popular demand, **HOTEL OPPORTUNITIES** now available at every housing location **NEW**

WEB **pre-SECO 2014** online opportunities **EXPAND YOUR PROMO REACH** beyond our traditional on-site ONLY offerings

HOTEL SERVICE OPPORTUNITIES

A variety of opportunities are available within the SECO housing block at our Headquarter and Host Hotels. Among others, a few of the more popular choices include the following:

Hotel Key Cards - An advertisement to be displayed on the guest room key cards

Room Drops - Distribution of a promotional item to be placed at the guestroom door

Door Hangers - Distribution of a promtional item to be hung on the guestroom door

Mirror Clings - Distribution of promotional item to be placed on the bathroom mirror

TV Clings - Distribution of promotional item to be placed on the TV screeen

Turndown Service - Options vary by location; see each participating hotel below for specific details

Newspaper Wrap - Newspaper delivery to guest rooms featuring a customized promotional wrap

Closed Circuit TV - All guestroom televisions will run a continuous message of on one in-room channel

ADDITIONAL RATES APPLY. The hotel drop fees are determined by the final number of rooms within the SECO room block. The production of the Promotional Hotel Opportunity items is the responsibility of the exhibitor.

OMNI Hotel at CNN Center - HEADQUARTER HOTEL (Adjacent to the GWCC)

Opportunity	Rate	Deadline
HOTEL KEY CARDS [Sold]	$9,000	1/15/14
ROOM DROPS	Wed: $2800 | Thurs: $4200 Fri: $4700 | Sat: $4200	2/15/14
MIRROR CLINGS	Wed: $4700 | Thurs: $7000 Fri: $7100 | Sat: $6700	2/15/14
TV CLINGS	Wed: $4700 | Thurs: $7000 Fri: $7100 | Sat: $6700	2/15/14
DOOR HANGERS	Wed: $2800 | ~~Thurs: $4200~~ ~~Fri: $4700~~ | ~~Sat: $4200~~	2/15/14
TURN-DOWN SERVICE	Wed: $2800 | Thurs: $4200 Fri: $4700 | Sat: $4200	2/15/14
NEWSPAPER WRAP	Wed: $3500 | Thurs: $4500 Fri: $4500 | Sat: $3500	2/15/14
WAKE-UP CALL MESSAGE	Wed: $2100 | Thurs: $3000 Fri: $3000 | Sat: $2100	2/15/14
LATITUDES BAR [Sold]	$15,000	2/15/14

Marriott Marquis (1.3 Miles from the GWCC)

Opportunity	Rate	Deadline
HOTEL KEY CARDS [Sold]	$7,500	1/15/14
ROOM DROPS	Wed: $2000 | Thurs: $2700 Fri: $2700 | Sat: $4200	2/15/14
MIRROR CLINGS	Wed: $3300 | Thurs: $3400 Fri: $2900 | Sat: $3700	2/15/14
TV CLINGS	Wed: $2900 | Thurs: $4400 Fri: $2900 | Sat: $3700	2/15/14
DOOR HANGERS	~~Wed: $2000 | Thurs: $2700~~ ~~Fri: $2700 | Sat: $4200~~	2/15/14
NEWSPAPER WRAP	Wed: $1200 | Thurs: $1600 Fri: $1600 | Sat: $1100	2/15/14
BRANDED SPLASH PAGE	$1,500	2/15/14
READER BOARD LOGO	$500	2/15/14

The Westin Peachtree Plaza (0.5 Miles from the GWCC)

Opportunity	Rate	Deadline
HOTEL KEY CARDS	$8,000	1/15/14
TURNDOWN SERVICE	Wed: $2900 | Thurs: $4200 Fri: $4300 | Sat: $4000	2/15/14
MIRROR CLINGS	Wed: $3400 | Thurs: $4500 Fri: $3000 | Sat: $3800	2/15/14
TV CLINGS	Wed: $3400 | Thurs: $4500 Fri: $3000 | Sat: $3800	2/15/14
ROOM DROPS (FLYER OUTSIDE)	Wed: $1600 | Thurs: $1700 Fri: $1800 | Sat: $2100	2/15/14
ROOM DROPS (BAG OUTSIDE)	Wed: $2300 | Thurs: $3400 Fri: $3700 | Sat: $4200	2/15/14
DOOR HANGERS	Wed: $2300 | Thurs: $3400 Fri: $3700 | Sat: $4200	2/15/14
NEWSPAPER WRAP	Wed: $1600 | Thurs: $2400 Fri: $2700 | Sat: $1900	2/15/14
CLOSED CIRCUIT TV *EXCLUSIVE*	$8,000	2/15/14

Embassy Suites (0.2 Miles from the GWCC)

Opportunity	Rate	Deadline
HOTEL KEY CARDS	$4,000	1/15/14
ROOM DROPS	Wed: $1200 | Thurs: $1300 Fri: $1400 | Sat: $1700	2/15/14
DOOR HANGERS	Wed: $1600 | Thurs: $2400 Fri: $2600 | Sat: $2900	2/15/14

Hilton Garden Inn (0.3 Miles from the GWCC)

Opportunity	Rate	Deadline
HOTEL KEY CARDS	$2,500	1/15/14
ROOM DROPS	Wed: $700 | Thurs: $800 Fri: $800 | Sat: $1000	2/15/14
MIRROR CLINGS	Wed: $1100 | Thurs: $1200 Fri: $1200 | Sat: $1500	2/15/14
TURNDOWN SERVICE	Wed: $1100 | Thurs: $1200 Fri: $1200 | Sat: $1500	2/15/14

The Glenn Hotel (0.5 Miles from the GWCC)

Opportunity	Rate	Deadline
HOTEL KEY CARDS	$1,000	1/15/14
BOTTLED WATER (GUEST ROOMS)	$350	2/15/14
ROOM DROPS	Wed: $750 | Thurs: $1000 Fri: $1000 | Sat: $1200	2/15/14

Holiday Inn Atlanta Downtown (0.4 Miles from the GWCC)

Opportunity	Rate	Deadline
HOTEL KEY CARDS	$750	1/15/14
ROOM DROPS	Wed: $500 | Thurs: $750 Fri: $750 | Sat: $1000	2/15/14
CONTINUOUS TV AD *EXCLUSIVE*	$2,000	2/15/14

CONFIRMATION SERVICE OPPORTUNITIES

NEW! **SECO 2014 Registration Confirmation** — **EXCLUSIVE**

Be featured on the registration confirmation via registrant services portal and receive logo recognition on the web page and printable hardcopy. This offers a lasting impression on attendees that can be viewed multiple times!

Rate: $2,500

NEW! **SECO 2014 Housing Confirmation** — **EXCLUSIVE**

Be featured on the housing confirmation via our hotel reservation portal and receive logo recognition on the web page and printable hardcopy. This offers a lasting impression on attendees that can be viewed multiple times!

Rate: $2,000

GEORGIA WORLD CONGRESS CENTER (GWCC) OPPORTUNITIES

Static Display: Building A Entrance — **LIMITED AVAILABILITY**

Advertisement panels wrapped on four sides of structure inside the main entrance to Building A of the GWCC

Rate: $3,000 per panel
Deadline: 1/15/14

Plaza Billboards — **LIMITED AVAILABILITY**

Advertisement panels wrapped on four sides of structure displayed on the East Plaza of the GWCC

Rate: $2,500
Deadline: 1/15/14

[Sold]

Product Display Case — **LIMITED AVAILABILITY**

Display products, samples and promotional items in a case located near the entrance to Optometry's Marketplace™

Rate: $1,500 per case
Deadline: 2/15/14

Marquis Panels — **LIMITED AVAILABILITY**

Advertisement panels within the marquis structure throughout common areas of the GWCC

Rate: $3,000 per panel
Deadline: 1/15/14

Exhibitor Locator — **LIMITED AVAILABILITY**

Advertisement displayed on each of two exhibitor locators within the Optometry's Marketplace™ used by attendees to locate exhibitor booths and categories.

Rate: $2,000
Deadline: 2/1/14

Exhibitor Locator Enhanced Listing — **LIMITED AVAILABILITY**

Company logo and description to display as a pop-up along with a directional arrow when company name is selected on each of the two exhibitor locators within Optometry's Marketplace™

Rate: $1,000
Deadline: 2/1/14

[Sold]

SECO Show Specials Flyer — **LIMITED AVAILABILITY**

This is a great place to promote your company and any show specials you might be having. Each ad is 3.67"w x 2.83"h. The flyer will be printed on a heavy weight, gloss coated paper and distributed at Registration and Information Desks.

Rate: $750
Deadline: 2/1/14

2014 SECO INTERNATIONAL
The Education Destination®

PROMOTIONAL PROGRAM RESERVATION FORM

THIS FORM MUST BE COMPLETE UPON SUBMISSION. INCOMPLETE FORMS MAY RESULT IN LOSS OF RESERVATION.
A SEPERATE FORM MUST BE COMPLETED FOR EACH SEPERATE OPPORTUNITY ORDER.

EXHIBITING COMPANY NAME _____

REPRESENTING AGENCY *If Applicable* _____

CONTACT PERSON _____

TITLE _____

E-MAIL ADDRESS _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____ FAX NUMBER _____

PROMOTIONAL OPPORTUNITY _____

List the item as it appears in the Promotional Program Prospectus. A seperate form must be completed for each seperate opportunity order.
For print opportunities list desired page number and for banners list banner location number.

MATERIALS/ARTWORK DEADLINE _____

In the event that materials/artwork is submitted late, the opportunity will be executed at the discretion of Show Management. Items reserved after published deadlines may be subject to a rush service charge. Full payment is required in either instance.
Banner materials are due to the official service contractor, Shepard Exposition Services.

RATE $_____

Additional charges may apply for specified opportunities. See Promotional Program Prospectus for pricing.

PAYMENT DUE BY *December 1, 2013*

Payment for items reserved after December 1, 2013 is due in full upon reservation.

TOTAL AMOUNT DUE $_____

SECO International, LLC can only accept company or cashiers checks as valid forms of payment. Please make check payable to SECO International, LLC.

TERMS & CONDITIONS

- Signature of this form confirms that the represented exhibiting company will not advertise or execute promotional activities at SECO 2014 in Atlanta, Georgia without written consent from SECO International, LLC. This includes, but is not limited to, advertising on mobile marketing vehicles through out the city, advertisements on billboards, utilization of marketing street teams, etc.
- Companies must be a registered SECO 2014 exhibitor in order to participate in the SECO 2014 Promotions Program.
- Promotional Opportunities will not be executed without the receipt of full payment.
- All reservations with signed Reservation Forms are non-refundable. In the event of cancellation or if artwork is submitted late and the opportunity cannot be executed, the advertiser is responsible for full payment. If payment in full is not received, the advertiser may be restricted from exhibiting at SECO 2014 as well as participating in future SECO International trade shows and promotional opportunities.
- Responsibility for a printed ad that is significantly different from the furnished proof will be assumed at show management's discretion.
- Submitted artwork requiring corrections will result in a $110 per hour service fee. This fee will be charged in half hour increments.
- Original art, film, etc. will be returned only to those companies who submit a written request to SECO International, LLC via advertising@secostaff.com.
- Show Management reserves the right to offer new Promotional Opportunities throughout the show cycle.
- Show Management will not be held liable for any coupons or discounts offered through the SECO 2014 Promotions Program.
- The above listed exhibitor contact will be informed in advance of additional production costs, where applicable.

AUTHORIZED SIGNATURE _____ DATE _____

BANNER RIGGING

- Rigging orders should be placed directly with Shepard Exposition Services (SES) upon approval from SECO International, LLC. Approval will be granted upon receipt of payment and receipt of this completed *Banner Reservation Form*.
- Additional Rigging Fees apply for each banner space. Fees will be charged by and should be made payable to SES.
- If multiple spaces are rented for one banner, rigging charges for all spaces will apply.
- Banner space is sold on a first-come, first served basis and is based upon availability and approval from SECO International, LLC.
- SECO International, LLC is not responsible for costs and details associated with banner production, shipping, storing, rigging and handling. SECO International, LLC only provides space at the Georgia World Congress Center for displaying banners.

SECO International, LLC • 4661 N. Shallowford Road • Atlanta, GA 30338
770.451.8206 phone • 770.451.3156 fax • advertising@secostaff.com

OPTOMETRY'S™ MARKETPLACE
SECO INTERNATIONAL 2014

FREQUENTLY ASKED QUESTIONS

Q. What is included with a SECO 2014 booth rental?

- Company listing in the Registration Brochure, On-Site Program, Map & Guide, Virtual Marketplace and the SECO Daily
- Pre-registration attendee list
- Identification sign at booth
- White or light grey pipe and drape (3' side rails and 8' back rail)
- Unlimited registration badges for exhibitor staff
- An invitation to select booth space for SECO 2015 prior to public release

Carpet, furniture and utilities are NOT included in an exhibition booth rental at SECO 2014.

Q. May I hang anything on the pipe and drape provided within my booth?

Signs or banners (less than 5 pounds in total weight and containing no electronic or moving parts) are allowed to be hung on the provided pipe and drape using hanging hooks.

Q. What are the booth height and sign hanging specifications and restrictions?

The floor plan is divided into three (3) areas of differing height restrictions starting from closest to the exhibit hall entrances and then moving away from the entrances: 8', 16', and 24' respectively. Booth structures, objects within the booth, and hanging signs may not exceed the designated height restriction.

Q. How do I order an electrical connection or telephone service for my booth?

Electrical services can be ordered by completing the Georgia World Congress Center form and telephone services may be ordered by completing the CCLD form, both located in the Booth Services section of the Exhibitor Service Kit. You may also access www.gwcc.com and choose the drop down option "Exhibiting" then select "Order On-Line".

Q. When does the show break?

SECO 2013 exhibit hours will end Saturday March 15, 2014 at 4:00 PM Eastern Standard Time. Dismantling will continue until Sunday, March 16, 2014 at 1:00 PM Eastern Standard Time.

Q. What are the dismantling procedures when the show breaks?

At the close of the event, Shepard Exposition Services will begin to remove all aisle carpet from the exhibit hall while simultaneously returning cardboard empties and plastic cases to the appropriate booth space, this process should take 1 hour. As the aisles are cleared, the material handling manager will begin to return empty crates, this process should be complete by 9:00 PM Eastern Standard Time.

Once exhibitors have completed the dismantling of their booth and packaging of their materials, the submission of a *Bill of Lading Form* to the Shepard Exposition Services service desk (located in the Exhibitor Lounge) is required to schedule load out. The material handling manager will use this document to marshal trucks and privately owned vehicle (POV) to the dock area for load out.

Q. In my booth construction, what labor am I, and my associates, allowed to perform?

Georgia is a Right to Work state, therefore once proper insurance documentation (see *Certificate of Insurance* in the Contractor Information Section) is provided to the show organizer, exhibitors and their staff are allowed to work on the show floor. Employees of the exhibiting company may perform all necessary work in booth construction, including the operation of power tools. However the operation of motorized equipment, other than power tools, is not allowed.

Q. How do I order labor?

Labor services may be ordered by completing forms located in the Shepard Exposition Services section. These forms can also be found at www.shepardes.com/intro.asp.

Q. What are the material handling rates?

Stand Material rates shipped in advance to warehouse: $42.75 crated, $55.50 special handling.

Standard Material rates shipped direct to showsite: $39.75 crated, $59.75 uncrated, $51.75 special handling.

Rates are per 100 lbs. with a 200 lb. minimum

Q. When do my materials have to be at the warehouse?

Materials sent in advance to the warehouse may arrive without additional charges starting February 13, 2014. The last day freight can arrive without a surcharge is March 5, 2014. Materials arriving early or late to warehouse will be assessed with a 25% handling fee.

Q. What is the advance shipment warehouse address?

Company Name & Booth Number
SECO 2014
c/o Shepard Exposition Services
1531 Carroll Dr. NW
Atlanta, GA 30318

Q. What is the first day my freight can arrive at the show site?

Materials sent directly to the show site may arrive on March 13, 2014 at 8am.

Q. What is the show site address?

285 Andrew Young International Blvd, Atlanta, GA 30313

Q. What is the latest time my carrier can pick up my materials at the show site following the close of the show?

SECO 2014 exhibit hours will end Saturday March 15, 2013 at 4:00 PM Eastern Standard Time. Dismantling will continue Sunday March 16, 2014 from 8:00 AM to 1:00 PM Eastern Standard Time. Carriers must check in to the marshalling yard prior to 12:00 PM Eastern Standard Time on Sunday March 16, 2014.

Q. What is the address of the Marshalling Yard?

400 Ivan Allen Blvd., Atlanta, GA 30313
See directions in the Shipping/Material Handling section.

Q. May I unload my own show materials?

Exhibitors may unload their privately owned vehicle (POV) with the following provisions:

- All POV's must check in at the marshalling yard (see address above) where they will be directed by Shepard Exposition Services personnel.
- Once an unloading zone is assigned, vehicles must be attended to at all times or they will be subject to towing by the GWCC Security.
- Once the vehicle is unloaded, it must be removed immediately.

Q. How can I reduce my drayage (material handling) costs?

1. Drayage is charged by the weight of shipments. Displays that are designed to be as lightweight as possible or with a restricted quantity of material types can reduce a drayage bill.
2. Early shipments will avoid late charges. Shipments should arrive at the warehouse address by March 5, 2014 to avoid the surcharge.
3. Making a single shipment will reduce drayage costs, since shipments received are rounded up to either the minimum 200 lb. charge or the next 100 lb. increment.
4. Consolidating materials will allow for fewer crates and skids reducing the total weight of containers necessary to convey your materials to the show site. Specialized carrier packages (FedEx, UPS etc.) should be consolidated as well since those shipments are charged per piece.